

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



Vol. CLXV, No. 4

NEW YORK, OCTOBER 26, 1933

10c A COPY



*"We are assured that examples of this type are rare.
The interesting date 1931-33 recommends it
to the careful student of American business."*

SOME time in the not too distant future, some writer on business will comment as above on the following accomplishment. • Two years ago the W. F. Whitney Co., of South Ashburnham, Mass., decided to break with traditions of furniture manufacturing. The established marketing set-up, maker-to-jobber-to-dealer, plus hard times, was proving a barrier through which fine furniture sought, in vain, to pass. • To put it another way, furniture was being made to sell, rather than to live with. • Advertising Headquarters was called in, and Whitney was encouraged to approach the major retail outlets throughout the country, and offer a direct-to-the-store set-up. By this method, finely wrought Colonial reproductions could be sold to the consumer at Early-American prices. Fifty leading stores said yes, and said it with orders. • In these stores, completely furnished Whitney Houses of five to nine rooms were built. We then were asked to announce this innovation in home magazines. Continuously thereafter, the doctrine of honest woods and honest workmanship has been presented in a story of homes made livable by quaint Windsors, venerable ladderbacks, generous chests of drawers. • Today, two years later, more than 300 outlets handle the Whitney line. • For a manufacturer in a turbulent industry to make money in turbulent times is an uncommon occurrence.

N W. AYER & SON, INC.

ADVERTISING HEADQUARTERS
WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

Peak Sales of All Time



ONE of Milwaukee's finest department stores and largest advertisers used eight pages in The Milwaukee Journal on October 13—and on the following day rang up *the largest day's business in the history of the store!*

This record is notable because it topped the same sales event even in the boom days when it was promoted with a greater volume of advertising.

Milwaukee today is buying eagerly to catch up with its merchandise needs—and The Journal is the one complete buying guide of the community.

THE MILWAUKEE JOURNAL

First by Merit

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXV

NEW YORK, OCTOBER 26, 1933

No. 4

Advertiser Looks at the Weather

A.N.A.'s Idea of How Publishers Could Co-operate at This Juncture for General Good of Advertising

THE first "bank" of the headline over this article is presented here just as it was written by Mr. Peabody. In presenting this thoughtful paper before the Audit Bureau of Circulations in Chicago last week, he prefaced his remarks by picturing various aspects of advertising today as being elements of business "weather." This kind of weather, however, he regarded as being something that advertisers and publishers could actually do something about instead of dissipating their energies in mere discussion about the elements, as was related by Mark Twain. Mr. Peabody here pictures certain things which, speaking for the A.N.A., he thinks should be done as a preliminary to the restoration of advertising lineage to something near its former standing.

By Stuart Peabody

President, Association of National Advertisers

I UNDERSTAND that there has been a great deal of viewing with alarm in Washington over the perilous state of the publishing business at present, and I am sure that the tears shed there were not of the crocodile variety.

As I get the picture, there seemed to be one conclusion on which nearly all publishers who spoke agreed, namely—the thing that will save the ship from foundering in the sea of red ink will be to have advertisers substantially increase their advertising expenditures.

Again, I suspect from the fervor with which I understand some of the statements were delivered, that they were accompanied by a wish that this might be made possible by Government decree.

The publishing business is not alone in its predicament, and I suspect that industry in general is feeling the need for fewer codes and more codeine. So, while I can't administer the soporific, I can at least keep away from any

abstract discussion of the complications of the NRA, and stick to the subject of advertising.

Nothing would give me greater pleasure than to be able to announce to you here at this time that all of the members of the A.N.A. had agreed to increase their appropriations by 50 per cent.

But advertisers are having their troubles, too. As behooves the leaders of industry, they have, for the most part, cheerfully and enthusiastically fulfilled their obligations in the great movement to restore prosperity. They are trying hard to peer into the future and to see the way to reasonable profit, so that they may continue to provide employment and to raise wages, and to run advertising campaigns. I believe that when the progress of the recovery plan indicates a reasonable chance of profitable sales volume, appropriations will be restored and expanded and advertising volume in general will pick up gradually, and in some lines substantially as well.

However, I for one, firmly believe that there will be no return to the so-called "good old days." As far as advertising is concerned, I hope we will never return to an era such as we witnessed the last decade—an era in which advertis-



Photo by Blank & Stoller
Stuart Peabody, President of the
A. N. A.

ing became the by-product of excessive speculation and pyramiding of paper profits, where competition for public favor became a matter of volume of space used.

I believe in those days it was called "tonnage"—rather than in achieving more effective results from a given amount of space.

The day of swollen profits seems to have passed. Consequently, the day of taking advertising on faith—and taking it to the tune of \$1,000,000 doses—is gone. Advertisers haven't much patience with Pollyanna prophets who are proclaiming that advertising is going to lead us out, implying that double-page smashes and fifty-two-page color contracts are just around the corner. They are much more concerned with knowing how advertising costs can be reduced—how each single advertising dollar may be made more productive.

One thing advertisers are learning under the stern discipline of mother necessity, and that is to

make a shrunken and comparatively small advertising appropriation go a long way.

Result? A more effective use of small space or of fewer insertions in large space. An imperative need to judge by results—results from the use of small space as compared with large, this appeal as compared with that, and this medium as compared with that. As evidence of this, I might say that never in the history of the A.N.A. has there been such a keen interest in the subject of copy testing. And I'm pleased to say that our association is tackling this problem, just as it has tackled and helped to solve other problems which have baffled advertisers.

All of this activity is beneficial to advertising, because nothing which is unsound can long prevail. This is recognized by publishers, many of whom have been of great assistance to us in developing sound methods and procedures.

That same necessity for making one dollar do the work of two—or four or more—has created a growing dissatisfaction with any restraints which the advertising structure imposes on the advertiser to exercise his ethical, if not legal, rights as a buyer.

Advertisers want to examine the present system of agency compensation in the light of requirements of today—not yesterday; to see just where the machinery of the agency-publisher-advertiser relationship is creaking, and find out what parts need to be repaired or replaced. Therefore, on their behalf, the A.N.A. is tackling this problem, and is right now taking the first step to get the facts, all the facts.

Advertising Under the Searchlight

For the first time in the history of advertising, the advertiser—and by that I mean Big Business as well as the smaller fellow—is making a serious and determined effort to find out what advertising is all about. And I predict that under the searching examination

(Continued on page 92)

SEPTEMBER GAINS

in the Providence market

- **PAYROLLS** in Rhode Island factories were nearly one-third above September '32, with practically every industry ahead. Diversification steadies the upward climb.
- **SALES** of new automobiles more than doubled those of a year ago, for the biggest September since 1929.

RETAIL sales (dept. stores) jumped 19% over August, considerably more than "seasonal". Gains over last year were 7.3%, about four times the national average.

ADVERTISING of Providence department stores increased both actually and proportionally in the Journal and Bulletin: 87.6% of their Providence newspaper total appeared in these dominant media.

Journal-Bulletin FAMILIES:

In Rhode Island

2 OUT OF 3

Average for State
as a Whole

In Providence

19 OUT OF 20

A. B. C. CITY

Providence Journal & Bulletin

Dominating New England's Second Largest Market

CHAS. H. EDDY CO.

Boston - New York - Chicago

Representatives:

R. J. BIDWELL CO

San Francisco - Los Angeles - Seattle

This Week—

“WHAT advertisers are learning is to make a shrunken appropriation go a longer way,” said **Stuart Peabody**, president of the A.N.A. at the A.B.C. meeting at Chicago last week. Fewer codes and more codeine are needed. Never has there been such a keen interest in the subject of copy testing, says this man whose own dollars are at stake. He hits some of the sacred cows of advertising right between the eyes in his article, the first in the issue.

The President has signed the **Retail Code**. It is a code that will be news for a long time to come. What it means to the advertiser, what it eliminates and what it just pretends to eliminate; these are what will be talked about this winter.

How is a manufacturer going to get his customers back into the store where they made their original purchase several times during the following year and a half? **Rogers Bros.**, makers of famous 1847 Silverplate, have a scheme known as the Certified Coupon Plan. It does a real job.

The generation that eats 20-cent dinners and can get along without a Tom Collins is thinking new thoughts. “We aren’t the youngsters who were raised in ‘speaks,’” says Robert Allen in **Six Million Rulers**, page 12. “We came up after that time and most of us have had pretty hard sledding these last few years.”

Last week was **A. B. C. Week** in Chicago. The Audit Bureau of Circulations, Associated Business Papers, Agricultural Publishers’ Association, Newspaper Advertising Executives’ Association, Major Market Newspapers, and the Inland Daily Press Association (all of them) held meetings which are reported on other pages.

It pays to get the views of the man on the **selling side of the fence**

when you are planning your advertising for 1934. The Florence Stove Company sent a questionnaire to all of its dealers to get their views on such details about advertising as window displays, consumer inquiries, special literature, national magazine advertising—other features.

A faint scent of lavender, memories of old lace, ornamental hitching posts, dusty shady streets where checkered sunlight lies quiet in the haze of a summer afternoon. Don’t miss the editorial, **“Women: 1873—1933,”** on page 96.

The subject of liquor advertising, so important to publishers, is covered in the third article of a series by Andrew M. Howe called **What State Laws Say About Liquor Advertising**. This is a digest based upon information secured from the Secretary of State of every State in the Union.

One of the very best things that many companies are *not* doing is to take the sales department into conference and confidence. Any company which thinks that the salesman knows anything about methods of selling a product, new slants on getting more business or weak spots in product design, ought to read the story by sales promotion manager, **W. Hunter Sneed**.

Small agencies get together with 4 A’s on code * * * **Cook County doctors sponsor advertising campaign** * * * **Stokowski and the Philadelphia Symphony** will broadcast six nights a week for Chesterfield * * * **Business leaders will study unfair trade practices** * * * **Kenneth C. Hogate** heads Wall Street Journal Group * * * **New publications** announced: **Tiny Tower, Picture Parade** * * * **Philco** is to spend \$600,000 additional appropriation to stimulate Christmas sales * * * **A. N. Steele**, advertising manager, Standard Oil Company (Indiana) says newspaper rates are not too high * * *



4 COLOR

NEWSPAPER PRINTING

● The Des Moines Sunday Register has the only magazine in the world edited expressly for Iowans. It is brilliantly printed in four colors . . . offering color advertisers an excellent medium in which to present their sales story in an eye arresting manner. One prominent and meticulous national advertiser says: "Please accept our compliments on the splendid appearance of our four color advertisement in your magazine section . . . It would be difficult to pick out any point of criticism."

● Reader interest is high in this unique Sunday magazine where Iowa women look for fascinating short stories, feature articles about Iowans, fashion hints, household helps, book reviews and other items of unusual appeal.

● Color advertising in The Des Moines Sunday Register, with its thorough Iowa coverage and effective merchandising help can put a new product "on the map," or strengthen an old one, in Iowa!



DES MOINES REGISTER and TRIBUNE

238,331 Daily—A. B. C.—211,038 Sunday



These 14 Manufacturers have assumed leadership in their respective industries

IN 1922, the average expenditure for advertising of fourteen clients whom we have served for a period of ten years or more was \$410,000.

In 1932, the average expenditure of these same clients was \$1,236,300.

Each of these manufacturers sells in a highly competitive market.

Yet from a relatively small sales vol-

J. Walter Thompson Co.

14 Manufacturers ed leadership in *ive industries*

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me, each of them has outstripped com-
petitors in the past ten years and assumed
the leadership of its respective industry.

Persistent advertising that placed their
products first in the minds of buyers was
an important factor in their success.

Under present conditions, advertising
that outsells competition is of increas-
ing importance to every manufacturer.

on Company

Advertising

This Plan Builds Repeat Sales for the Dealer

Brings Customers Back to His Store for Eighteen Months after
Initial Purchase

A PLAN to build repeat sales for the dealer for eighteen months after he has made the original sale to a customer, is being introduced this fall by the International Silver Company in its campaign for 1847 Rogers Bros. Silverplate. Known as the Certified Coupon Plan, this feature of the campaign works as follows:

With every standard set of twenty-six, thirty-four or fifty pieces, the dealer receives a coupon book to give to a customer when she purchases the set at the regular price.

Inside the coupon book the customers find coupons for all accessory flatware pieces, coupons that have a value up to \$50, depending upon the quantities the customer buys.

Each of these entitles her to a 25 per cent reduction on a specific serving piece or set of fancy pieces in her particular pattern.

These coupons must be used within eighteen months after the date the customer purchases the standard set. This makes a time limit so that women will not delay additional purchases indefinitely.

After the customer has made her purchase, the dealer fills out a coupon for the amount she has bought and sends it to the company's general offices at Meriden, Conn. In return, the same merchandise is replaced in his stock at 25 per cent off the regular cost price.

For instance, suppose a woman wants a set of oyster forks. The regular price is \$5 for six. She takes a discount of 25 per cent, thereby paying \$3.75. When the dealer sends in the coupon he gets six oyster forks at the regular cost less 25 per cent.

The coupon book is something quite different from the average book of coupons. It is really a booklet advertising for all the ac-

cessory pieces that should be added to a regular silverware set.

Not only are the individual pieces listed opposite the coupons which are used to purchase these pieces at a discount, but in addition there are texts and illustrations (many of them in color) throughout the book giving the woman entertainment pointers, showing her the need for the extra pieces, answering her questions about silverware arrangement on the table and other items of information.

Plan Has Four Advantages

In outlining the plan to dealers, the company points out four advantages.

1—The plan gives the dealer an opportunity to make something more than a twenty-six or thirty-four-piece sale at the time an initial purchase is made.

2—It brings women into the store regularly for eighteen months to make additional purchases.

3—It makes women talk about silverware and about the dealer's store.

4—It induces women to build complete silver service. Instead of stopping with a \$30 or \$35 purchase of staple articles, they can now be induced to spend an additional \$85 to \$100.

The certified plan is part of the company's current campaign. Another and important part is the announcement of a new pattern, the Marquise. This new pattern and plan are being advertised in a list of periodicals and newspapers. A number of the advertisements are in color.

In addition to the regular helps, such as mats, folders and the like, the company is offering a series of six letters to be sent to customers at intervals for eighteen months without expense to the dealer.

The first letter is sent out by

Talking to the 6,000,000 Rulers

The Generation Which Is Coming into Power Appreciates Sincerity and Unselfishness

By Robert F. Allen

[Once in a while a letter comes across the editor's desk which stands out among the rest. Such a one came the other morning from Robert F. Allen of Mendota, Ill.

Mr. Allen asks where the ideas of the younger generation may be read, by those who are running the world today. The answer is "Right in these pages."

Last year Amos Bradbury in *PRINTERS' INK* wrote two articles which aroused wide comment from manufacturers. The first was, "So You're Handing Us Chaos," in which was pointed out that every manufacturer ought to realize the younger generation is starting with a totally new viewpoint. This appeared in the December 15 issue of last year and was followed by one in the February 2 issue called, "Advertising to 7,000,000 Young Skeptics"—for each year, according to the Metropolitan Life Insurance Company, approximately 2,500,000 people reach the age of sixteen.

Those who have come along since the "stuffed shirts" were pushed down from their position of leadership and who have now arrived at the age of twenty-three or twenty-four, should number at least 6,000,000. They are the people who are going to run the world tomorrow. Every manufacturer who will realize that each year almost 3,000,000 new customers come to the reading and listening age, should be interested in reading what Mr. Allen and men like him are thinking about today. His letter follows just as it came in the morning mail.]

FATHER was long a reader of *PRINTERS' INK* before I knew what it was. My first contact with your journal was as a prop for electric train tracks. I never understood why there were so many little magazines piled up in the attic either. But since I got into school

and got educated, Dad has eased me into the position of interested reader. I get both the *WEEKLY* and the *MONTHLY* as soon as they come, and read them through.

I took advertising in college, graduated in the (faw down & go) boom year of 1931 to find no job. Came home and opened up a bookshop and now can't get away from it. Lined up about 100 magazine agents and started my own wholesale agency, and these hard-working humans support me and the shop. But my interest is still advertising. Copy especially. That, I suppose, is because writing is my hope for the future. You have shown such a sane attitude on Government that I have finally written this letter to ask you a question that has been bothering me for some time.

The Group With Most at Stake

Why do you not get the attitude of the youth on the changed philosophy behind Government? I mean youth of 1933, and not the youth of 1923. We feel certain things definitely, and what we feel is important because we can vote and will be a voting class ten years from now. New legislation will affect us more than any other class. We have the largest stake in the future of the U. S. and there is no place where we may express our feelings and our thinking on the New Deal. You, mentally alert, understand that we *do* think about these things, and that we are, most of us, anxious for social betterment because we are going to be the ones on whom the legislation will work.

We aren't the youngsters who were raised in speaks. We came up after that time, and most of us have had pretty hard sledding these last years. Unable to afford impersonal amusement, we have been

forced to build up a social system of our own. One that allows us to amuse ourselves playing games, reading, talking, having 20-cent dinners. Our parents have seen us together in groups of ten or twelve, arguing, discussing, trying to put together a picture of reality. They have seen us, too, singing, playing cards, and when one of us had a windfall playing ping-pong.

Youth of 1933 can get along without money because there has never been any, but what it wants is brains. It wants good companionship, can get along without Tom Collins.

We have thought through a lot of things. We have ideas on the future. But there is no one to listen. No one cares to spend time talking to mere infants of twenty-three or twenty-four. And yet it is within this group that *unselfish thinking* has had its Renaissance.

We each have our jobs. Most of us starve. I do. But we give ourselves to our community. Our parents have lost all they have and

do not complain because they have things to do that will help others. In the face of their despair we, their children, have dedicated ourselves to our people. We ask no praise. We ask only that those who mold opinion think of us a little more and of their own interests a little less. If they persist in their selfish pursuits, we will rise up against them. We are neither socialistic nor communistic. We want our part in the formulation of doctrines that will affect us and not those who write them.

Where are we to turn for a medium of expression? Do you think we are entitled to such a medium? Have we a right to think of others when our own need faces us?

We are not afraid. We are not fighting a lost cause. But we need a word or two from those who think, to show us that our work is not to be in vain.

As men who live in the present with faces ahead, can you tell us where we can be read?

Pittsburgh "Post-Gazette"

Advances Nash

Archie L. Nash has been appointed national advertising manager of the *Pittsburgh Post-Gazette*. Mr. Nash, who has been acting national manager for the last year, joined the *Post-Gazette* organization three years ago. Previously he had been associated with the late Norman E. Mack as associate manager and advertising director of the *Buffalo Times*.

Has Doehler Furniture

Account

The Doehler Metal Furniture Company, New York, furniture for home, hospital and institution use, has appointed the Tuthill Advertising Agency, of that city, to direct its advertising account.

Libbey Glass to Mathes

J. M. Mathes, Inc., New York advertising agency, has been appointed to handle the advertising of The Libbey Glass Manufacturing Company, Toledo, glassware.

Directs Greyhound Advertising

L. H. Ristow is now general traffic manager and has charge of sales and advertising of the Greyhound Lines, Cleveland. He succeeds J. B. Walker, resigned.

Gardner Adds to Staff

William L. Ledwith, formerly with The Curtis Publishing Company, and, more recently, with F. Wallis Armstrong, Philadelphia, and the Pittsburgh Testing Laboratories, has joined the service department of the Gardner Advertising Company in its New York office.

John Eastman has joined the New York copy staff. He was previously with Ruthrauff & Ryan, Inc., and the J. Walter Thompson Company.

Fernald, Vice-President,

Earnshaw-Young

L. D. Fernald has resigned as vice-president of Scott Howe Bowen, Inc., to become vice-president of Earnshaw-Young, Inc., radio program producers, of Hollywood, Calif. His headquarters will be at 220 East 42nd Street, New York.

Represents Brooklyn "Citizen"

The Brooklyn, N. Y., *Citizen* has appointed Fred Kimball, Inc., publishers' representative, as national advertising representative. This appointment is effective November 1.

Gedge with Erwin, Wasey

Thomas K. Gedge, formerly with *College Humor* and the *Chicago Herald and Examiner*, has joined the service detail department of Erwin, Wasey & Company, New York.



CHICAGO MASTER PRINTERS' ASSOCIATION

a good newspaper

Now in its **THIRTEENTH YEAR**

National Representative

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For Men

WHO GET A KICK OUT OF LIFE

HEY LOVE LIFE. They want to live it to the full. Their blood flows a little faster. They play harder, they work harder.

They are younger. They are under 40 or they think under 40. Usually, they get around more, more modern in their tastes, and quickly to new ideas.

It is a pleasure to publish a newspaper for men like that. In Chicago daily, for the percentage of men who get a kick out of life runs in Chicago.

Their newspaper is the American because it is dramatic, dynamic, helpful, modern, amusing . . . read by men in more than 100 Chicago families.

At clubs, at the games and races, at LaSalle Street, at theatres you hear Chicago men say: "Will the column be a big tonic, isn't it?" . . . "Eddie Geiger certainly has the dope on this game" . . . "Underpoel's financial pages are excellent" . . . "Gilbert Selles fore-

cast Roosevelt's policy a week ago" . . .

and more about Heitkamp on golf, Lewis Haney on business, Charlie Dawn on night life, Edwin C. Hill's human news stories, Railbird's horses, John Starbuck on men's fashions, Walter Winchell, Ashton Stevens, Leo Fischer, Bill Corum, Mark Hellinger.

Evidence that Chicago American men are more active, go more, have a greater urge to spend: (1) *The American carries more amusement advertising than any other daily newspaper in Chicago.* (2) *The American led all Chicago daily newspapers in 1932 in automotive advertising.*

At least \$500,000,000 will be spent for merchandise by Chicago American men and their families within the next 12 months.

The American can unlock a generous share of that expenditure for any manufacturer who will use its columns consistently and adequately.

THE AMERICAN

a good newspaper

YEARLY CIRCULATION LEADERSHIP in Chicago's evening field

represented by E. Boone Organization



Old Gold's Radio Policy

THOSE two black crows, Moran and Mack, this week started the first of a series of four broadcasts on the P. Lorillard Company's Old Gold program. This is in line with the definite policy of the sponsor to keep freshness, excitement and constantly new dramatic interest in the program as a supplement to the



music of Waring's Pennsylvanians.

This policy is predicated on the feeling that any orthodox idea that radio stars must be signed up for a minimum of thirteen weeks will soon be as obsolete as the speak-easy. It is pointed out that the cleverest warbler or wit may lose his lure after four or eight broadcasts. Why then, it is asked, should the sponsor who is, after all, primarily interested in large audiences, continue with a "cold potato"?

There is little or no reason for him to do so, if the program is kept flexible enough to infuse news interest in it. A series that presumably is developed to maintain flexibility are the broadcasts of the Gulf Refining Company. For several weeks Will Rogers and Irvin S. Cobb were the guest artists, then for a few weeks Arthur Brisbane,

followed by Walter Kelly, later by George M. Cohan and now Fred Stone for a few appearances.

It may also be inferred that Fleischmann works on the same theory, with weekly changes in the broadcasts of which Rudy Vallee is master of ceremonies. Against a weekly change of artists, however, a sponsor has to weigh the loss of any carry-over value which he might obtain if the popularity of one week's broadcast should merit continuance for several broadcasts.

From Old Gold's standpoint, the happy compromise, like Fleischmann, is to have a popular foundational feature that remains fixed on the program. Old Gold believes Waring and his orchestra are ideal for this purpose. With such a foundation, the directors of the program believe it smart radio generalship to bring on new supplemental feature acts from time to time but not to have one-time appearances only.

The policy operates on the theory that if an act proves to be popular and the popularity holds, it should be kept going as long as the enthusiasm lasts. When this seems to be letting down, a new act is ready to take its place.

Old Gold has been on the air eight months. In that period the foundational feature has remained unchanged. The basic comedy spot for seven months was held by Mandy Lou. The first real change of any consequence, according to an Old Gold representative, was when Richman and Berle were signed up. Their contract was made deliberately for four weeks and represented the birth of a specially intended purpose.

They were so successful in increasing the size of the audiences that their engagement was extended for an additional three weeks. Now Moran and Mack have taken the spotlight for four weeks.

Adds Aviation Account

The Roosevelt Aviation School, New York, has appointed Moss Associates, New York, to direct its advertising. Newspapers and magazines will be used.

Life Savers Advances Young

Gordon C. Young, who has been assistant advertising manager of Life Savers, Inc., Port Chester, N. Y., is now advertising manager.

Retail Code Hits Trade Evils

Loss Leader, Deceptive Advertising, Substitution, Hidden Demonstration Under Ban as President Signs Document

By C. B. Larrabee

MISLEADING and deceptive advertising, underselling claims, substitution at the point-of-sale, hidden demonstrators, the loss leader, child labor in the retail field: All of these practices will be eliminated if the retail code just signed by President Roosevelt is carried out to the letter.

By a stroke of the pen the President has approved a code that strikes at some of the basic trade evils that have agitated the manufacturers for years and contributed, in a large measure, to the depression conditions in the retail field during the last few years.

Of course the code has its faults—but the chief of these is that it is too mild. In spite of the mildness of certain provisions, however, it represents in essence a charter of freedom for the honest retailer and the honest manufacturer.

It is a starting point for trade reform and business leaders can only hope that once it has been tried out it will be successful so that later some of the equivocal sections can be straightened out and the reforms suggested in other sections can be carried to their logical conclusion.

The greatest debate is going to center around the loss leader provision, which reads as follows:

Loss Limitation Provision.

Section 1. Loss limitation provision.

In order to prevent unfair competition against local merchants, the use of the so-called "loss leader" is hereby declared to be an unfair trade practice. These "loss leaders" are articles often sold below cost to the merchant for the purpose of attracting trade. This practice results, of course, either in efforts by the merchant to make up the loss by charging more than a reasonable profit for other articles, or else in

driving the small merchant with little capital out of legitimate business. It works back against the producer of raw material on farm and in industry and against the labor so employed.

1. This declaration against the use of "loss leaders" by the storekeeper does not prohibit him from selling an article without any profit to himself. But the selling price of articles to the consumer should include an allowance for actual wages of store labor, to be fixed and published from time to time by the Trade Authority hereinafter established.

2. Such an allowance for labor need not be included in the selling price of any article of food, or be applied by storekeepers doing business only in communities of less than 2,500 population (according to the 1930 census) which are not part of a larger trade area.

Provided, however, that any retailer may sell any article of merchandise at a price as low as the price set by any competitor in his trade area on merchandise which is identical or essentially the same, if the competitor's price is set in conformity with the foregoing provision. A retailer who thus reduces a price to meet a competitor's price as above defined shall not be deemed to have violated the provisions of this section, if such retailer immediately notified the nearest representative retail trade organization of such action and all facts pertinent thereto.

Section 2 of this same article allows for certain exceptions such as bona fide clearance sales, sales of perishable merchandise and other obviously necessary modifications.

It is significant—and in many ways unfortunately significant—that the loss leader provision is as mild as it is. Actually it does not eliminate the loss leader under any

very strict definition of that term.

Even the simplest-minded storekeeper knows that the cost of the product includes not only the invoice price and his cost of labor but also such items as light, heat, rent and other matters of overhead.

In fact, studies made by leading retailers who are operating their stores efficiently indicate that the 10 per cent mark-up provision, which it was originally hoped would be included in the code, still allowed for the sale of loss leaders if a strict interpretation of that term means a product sold under its actual cost.

Still an Opportunity to Cut Prices

The result of the present provision of the code, therefore, is not to eliminate the loss leader entirely. The more efficient retailers still have plenty of opportunity to cut prices below actual cost. Furthermore, a number of retailers, under the code, undoubtedly will sell at a figure representing a loss under their cost and wages, inasmuch as there is another provision in the code which allows them to meet competitive prices even though such prices may be under an individual retailer's invoice cost plus labor.

Therefore, in the last analysis the loss leader has received only a very mild slap. It is hoped, however, that this slap is the prelude to a good stiff blow which will knock the practice through the ropes and out of the ring entirely.

In the press announcements from Washington it was said that the chief reason why the 10 per cent provision was not included was because the agricultural interests would not allow it. This is particularly interesting, as it not only indicates the well-known shortsightedness of the farmer but also his careful regard for self-interest.

Right now the farmers are striking to get better than cost of production. They cannot seem to realize, on the other hand, that one of the reasons why farm prices have been depressed as they have been is because both manufacturers

and retailers have not been able to get a living profit.

How does the farmer expect to prosper if he does not let the thousands of retailers in this country make enough of a profit so that they can pay decent prices for the merchandise that the farmer has to sell? Perhaps the economics are too elementary for even a farm strike agitator to understand.

Article 9 of the code deals with trade practices. All of the provisions of Section 1 of this article are highly significant. The first provision eliminates inaccuracy, misrepresentation, deception in advertising.

The next provisions says, "No retailer shall use advertising which refers inaccurately in any material particular to any competitor or his merchandise, prices, values, credit terms, policies or services."

The next paragraph makes underselling claims taboo. This particular section was fought over bitterly by a group of retailers headed by Macy.

The fourth paragraph in this section says, "No retailer shall secretly give anything of value to the employee or agent of a customer for the purpose of influencing a sale, or in furtherance of a sale render a bill or statement of account to the employee, agent or customer which is inaccurate in any material particular."

The final paragraph of this section says, "No retailer shall place obstacles in the way of the purchase of a product which a consumer orders by brand name by urging upon the consumer a substitute product in a manner which disparages the product ordered."

Enforcement of all of these provisions will present a tremendous task. There is no question that there will be plenty of violations and plenty of chisellers who will be able to get under the line. However, the majority of retailers are essentially for these proposals and should be of great help in enabling the Government to clamp down on the dishonest and unfair.

It is difficult to realize how suddenly the present Administration has made it possible to put an end

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The First Survey

OF NEWSPAPER HOME COVERAGE IN CHICAGO AND SUBURBS

To clear up the smoke-screen of innuendo that has been deliberately laid down on Chicago's newspaper circulation, The Chicago Daily News recently instituted a *real* survey of Home Coverage in Chicago. Prof. J. L. Palmer, head of the Department of Marketing of the University of Chicago, was commissioned to direct, supervise and compile the statistics. His findings: *The Chicago Daily News is BROUGHT INTO and STAYS IN more homes in Chicago and suburbs than any other daily newspaper.* We'll be glad to send you the full returns.

THE CHICAGO DAILY NEWS

-Chicago's Great Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO

to abuses which have been agitated about for a great many years. No matter if there are violations of the code, the very presence of the trade practice provision in the code will have a tremendous deterrent effect on the dishonest chiseler.

The present code has two peculiarities. The first is that it exempts retailers selling "milk and its products, tobacco and its products, and foods and food stuffs" as well as those who dispense "drugs, medicines and medical supplies in the legitimate practice of their profession," which includes physicians, dentists, surgeons or veterinarians.

Furthermore, a special section was drawn up for the drug stores. In this section there is an additional drive against the hidden demonstrator.

The code does not seek to eliminate demonstrators. No one in the retail field seriously believes that this is necessary. However, it does make it binding upon all retailers in the drug field which also means retailers of cosmetics, where the worst hidden demonstrator abuses have occurred—to label all demonstrators.

This is a move that forward-looking manufacturers in the drug field have been fostering for years. It has split several associations of manufacturers wide open and has been fought out on the floor of numerous retail drug conventions.

The competitive situation brought about by the hidden demonstrator has had an undermining effect on consumer confidence. Many times hidden demonstrators knocked the products of other manufacturers viciously with the result that women, particularly, lost all confidence in all types of products sold in the cosmetic industry.

With the hidden demonstrator out of the picture, with substitution cut to a minimum, with the knocking of competitors in their advertising eliminated, the retailer should be able to proceed on a sound, fair basis.

Once the retailer is on a decent basis manufacturers should be able to go ahead vigorously in their selling and merchandising programs freed from a great many worries due to bad trade practices.

Reform comes only with the "consent of the governed." Reform in the retail field will come only as the majority of retailers show that they believe in the provisions of the retail code.

Impartial observers are impressed by the fact that the manufacturers of the country who believe in fair, honest practices in business can be of tremendous help to the Government and to honest business in getting retailers to support the retail code.

The retail code for that reason is of the greatest interest to all national advertisers.

"Life" Sponsors "Picture Parade"

Picture Parade, published by Life's Picture Parade, Inc., New York, is a new publication making its appearance this week. It was originated by George W. Quigley, for many years with *Photoplay*, and is sponsored by *Life*.

Clair Maxwell is president. Mr. Quigley is publisher.

The publication is described as a new type of magazine venture. Editorial content will include reviews of current moving pictures and will endeavor to portray interesting things about moving pictures and moving picture people.

Picture Parade is to have "zoned circulation." A controlled circulation magazine, it is to be delivered by telegraph messenger service monthly, with no distribution in July or December.

McClelland Leaves NBC, Kennedy Joins

George F. McClelland has resigned as vice-president of the National Broadcasting Company, New York, where he also had been assistant to the president. He has been engaged in commercial broadcasting since its inception and is credited with having been radio's first successful salesman of time on the air when with WEAJ in 1922.

John W. Elwood also has resigned as vice-president in charge of religious and political broadcasts.

John B. Kennedy, associate editor of *Collier's*, has joined NBC where he will be engaged in the production of special broadcasts. He will continue to be heard in several broadcasts each week as news commentator.

Cook County Doctors to Use Paid Advertising

Will Educate Public on what Disease Is and Tell about Proper Medical Care

A PROGRAM to educate the public, through paid advertising, on what disease is and what constitutes proper medical care was voted last week by the Cook County Medical Society, Chicago.

Concurrently, it will be the purpose of the advertising to develop the fact that the general practitioner, as represented at least by the membership of this group, is now in a position to furnish adequate care at reasonable rates through utilization of the facilities of modern diagnostic services.

The Cook County organization was formed last April by a group of physicians who believed that the "do nothing" attitude of organized medicine was responsible for the long existing condition whereby only a small percentage of the population is taken care of by the physician. Education, low-cost service and the advancement of the general practitioner are to be its active aims, as set down in a series of three resolutions adopted at last week's meeting.

The background of this program, Dr. Charles R. Wiley, chairman of organization of the society, tells PRINTERS' INK, is that the vast majority of the public has actually never known what the proper kind of medical care is. This is evidenced in part, he said, by the millions of dollars spent annually for proprietaries which in many cases are used for diseases

that the purchaser does not have.

"We believe," says Dr. Wiley, "that the medical profession should go directly to the public with its 'product' and create an acceptance for it, just as does the manufacturer who has something to sell. A good example of the kind of education desirable is the program which the Metropolitan Life Insurance Company has been carrying on for years. With the medical profession itself providing a steady stream of education, the public would be in a much better position to evaluate medical care."

The ability of the general practitioner to perform the best possible service is an essential part of this picture. For years he has been handicapped by inaccessibility, except at a cost often out of patients' reach, to a complete range of modern diagnostic equipment. The Cook County group provides for this enhancement of efficiency at a reasonable cost through a working arrangement its members have with United Medical Service, Inc., a low-cost clinic.

The advertising policy having been adopted, the actual beginning of the copy depends upon how soon the society's treasury is ready for it. Funds are to be supplied by a stated levy on each member and a modest newspaper campaign will probably be gotten under way within the year, according to Dr. Wiley.

Osborn with Visomatic

Morris A. Osborn, formerly chief of the planning board of the Sales Guild, Inc., and, before that, with the American Lithographic Company, has joined Visomatic Systems, Inc., New York, as advertising manager.

Boston Agency Adds to Staff

M. L. Henderson, formerly with The Blackman Company, New York, has joined Lavin & Company, Boston advertising agency.

Has Leisy Brewery Account

The Leisy Brewing Company, Cleveland, has placed its advertising account with Fuller & Smith & Ross, Inc., of that city. Newspaper, outdoor, radio and point of contact advertising are contemplated.

Appoints Sutherland

The advertising account of the Barnstead Still & Sterilizer Company, Boston, has been placed with the K. R. Sutherland Company, Boston. Business papers and direct mail will be used.

Mr. Grace Heads Out o' G



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

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"In the old days, we pointed Out o' Gloucester for the fishing banks where we were SUREST of a quick, record catch. We still do that; but now, in addition, we must point unerringly for the market where we are SUREST of quick, low-cost SALES." Statement of THOMAS J. GRACE, General Sales Manager, Gorton-Pew Fisheries Co., Ltd., Gloucester, Mass.

WE AGREE. These are days in which quick sales *must* be assured . . . days when no one can afford to take chances on markets that *may not* respond.

In short, it is essential to know, with *certainty*, the exact condition of each area to be attacked . . . its needs, its habits, its financial status.

That is why it is so important to regard every sales campaign as an *entirely new effort* . . . to examine each possible market area most critically . . . and to go into **ONLY** those markets that show a high Probability of quick mass sales **AT THIS TIME**.

And that is why Hearst newspapers are laying even more than their customary emphasis upon the importance of careful and constant study in each of the markets they serve.

Hearst newspapers in 14 of these areas are represented by the Rodney E. Boone Organization. Constantly revised information on each is readily available.

The accuracy and timeliness of these data has played an important part in assuring the success of many sales campaigns in the past . . . and at the present time.

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	Seattle
San Francisco	Los Angeles		

Here's New Method of Measuring Media Markets

Use of Product Among Publication Readers Is Established at the Same Time Brand Familiarity Is Determined

By Raoul Blumberg

Department of Research, Liberty

THE usual type of questionnaire designed to uncover brand preference is quite familiar to men in business. It consists of a letter sent to a selected list, asking for answers to such questions as, What coffee do you use? What face powders do you buy? Do you own a radio? How much do you pay for motor oil? And so on.

Instead of solving a problem, this research method merely poses a new one. If Product A is shown to be used by 93 per cent of Magazine Q readers, the publication's claim will be that Magazine Q is obviously a wonderful medium. To which the agency is likely to retort that the time has come to go after a new market, one that is not already 93 per cent sold on the product.

But suppose that Product B turns out to be the choice of only 7 per cent of the readers of Magazine Q. The magazine's representative will point out the necessity of an intensive campaign to sell this untouched market. And Product B's agency will respond coldly with the statement that Q's readers are unresponsive and poverty-stricken.

What the Advertiser Really Wants to Know

Perhaps the basic trouble is that this type of questionnaire fumbles with the problem. The real thing that the advertiser wants to find out is: How many people who know about the product use it? That is the real test of advertising if it is to live up to its definition as a sales creator. Name publicity is generally easy enough to put over. But the presence or absence of the urge to buy is certainly the important factor in making sales.

The old type of brand preference

questionnaire traces a past condition. How many people have bought the product.

When the answer comes in, nothing much can be done about it. But if it is possible to find out how many people know about the product, and of those, how many have bought it, important and pertinent information would be obtained from which definite conclusions could be drawn.

For instance, if almost everyone knew of the product but only a few actually purchased it, the inference would seem to be that the advertising needs considerable stiffening—that the sales punch is lacking. (Of course, this would have to be judged with such factors as distribution, price competition, etc., in mind.) If, on the other hand, relatively few recognized the name of the product but most of those few had bought it, then the advertising would seem to be doing an excellent selling job and requires only a wider field in which to operate.

How to get this information is the question. *Liberty* recently tested a new questionnaire form devised to cope with this problem. Essentially there is nothing new about the basic method. Psychologists have used recall and recognition tests for years. But this is perhaps the first time these psychological probes have been used to search out information on advertising effectiveness based on brand familiarity and use.

The questionnaire, sent out on the letterhead of the Psychology Testing Guild, read as follows:

Will you do me a favor which involves playing a game which will take only a minute?

It means a lot to me, though. I

am collecting facts for a book about people's memories. I am writing a few selected people, including you, to advise me—honestly.

Test your memory by checking your answers on the attached sheets and post the white sheet back to me. The addressed return envelope needs no stamp.

Please do not guess if you don't know. The "don't knows" are just as valuable as the others. Please don't ask anyone else until you are all through, and don't change the answers.

I'll certainly appreciate your help with my book.

A duplicate blue sheet was included to permit the respondent, if sufficiently interested, to keep a record of his or her answers, and a postcard carrying the correct answers was sent to these respondents to permit them to check the correctness of their replies.

The questionnaire proper was headed, "Do You Know These Brands?" Below the main heading were five columns, each topped with subheadings as follows: 1. "Its Name." 2. "I Don't Know It." 3. "I Do Know It." 4. "What It Is (Please Check or Underline)." 5. "I've Bought It."

Columns 2, 3, and 5 were to be checked by the respondent. Column 1 carried the names of various brands, for instance, Coleman's, Pyrex, Velveta, Norge, Mum, etc., one brand to a line. Column 3 carried on each line five generic names of products, one of which applied to the brand on the same line in the first column. For example, opposite Coleman's in Column 1 appeared Shoes, Mustard, Radio, Lamp, Piano in Column 3. The respondent checked whichever of these seemed to fit the brand name, "Coleman's."

Offhand, especially to advertising men, it might seem that such a questionnaire would produce no results, since every respondent would have a perfect score on every brand. Actually, of fifteen brands included in this particular questionnaire, only two were known correctly by all those answering.

Two things are measured by this

new research method. How many people use the product, of course, based on the answers to Column 5. But also, how many people recognize the brand name. This makes it possible to work out the percentages of those who know the product and use it, and those who know it but do not use it. Which clears the way for definite decisions on the effectiveness of the advertising and the value of the market.

One point that bears emphasis here is that it would not be sufficient merely to ask "Do you know it?" People like to seem well-informed, even to the eyes of an unknown investigator in a far-off city. And there would be a high percentage of bluff as well as honest error in the answers. On the other hand, to leave the "What Is It?" column blank, with the respondent filling in the product that goes with the brand name, is too blunt. It amounts to saying, "All right, you claim you know this product. Now let's see if you really do."

This Way Avoids Giving Offense

Naming five products and asking the respondent to select the right one converts the query into a game, avoids the possibility of giving offense, and at the same time is an infallible method of getting the true answer. Another example of the practical psychology which is the basis of this method.

The interpretation, so far as copy is concerned, of high recognition but low purchase percentage was discussed previously. From the magazine market standpoint, if a high percentage of those recognizing the name are users of the brand, the market is a good one, responding favorably to advertising. If only a low percentage of recognition is found, but among those recognizing the brand a high percentage are users, an even more definite decision can be made. This is, that the market is not only a good one but needs further and more intensive cultivation. The inference is plain that this particular group of readers does not have extensive knowledge of the prod-

uct but does have the purchasing power to buy, once a proper conception of the product has been gained.

Examples from the actual returns in the questionnaire may be interesting. Product A was correctly identified by 480 respondents and was used by 390—81 per cent.

Obviously this brand has been successfully sold to this market. Product B, on the other hand, was known to only 347 people but had been bought by 334 of those 347—96 per cent. So, although fewer people knew of Product B, more of those who did know it had been impelled to make the purchase.

Quarter-Hour Symphonies

SYMPHONY broadcasts six nights a week will be the new entertainment vehicle which will carry Chesterfield's radio advertising, beginning the latter part of November. Those who know their symphonies will realize that Leopold Stokowski, in directing the Philadelphia Orchestra in a series of less than fifteen-minute concerts,

will be establishing precedent, as symphonic orchestras usually are assembled to play over periods of an hour, at least. Director Stokowski, each evening, will briefly describe the music that is being played so that listeners will have a better understanding and appreciation of the symphony music presented on the program.

"Good Housekeeping" Advances Sperry

Donald D. Sperry has been appointed Western advertising manager of *Good Housekeeping*. He has been on the Chicago sales staff and succeeds E. W. Timmerman, who, as reported last week, becomes advertising manager. Warren C. Agry, who was advertising manager, is now business manager.

Liquor Account to United

Stuart Briton & Company, Inc., New York, has appointed the United Advertising Agency, of that city, to handle its advertising for "Sandy McNab" Scotch Whisky and other imported wines and liquors after the repeal of the eighteenth amendment. Advertising has been scheduled for release in magazines and newspapers when conditions permit.

Syms Succeeds Father

Frank P. Syms has succeeded his father Philip J. Syms as national advertising manager of *Banker & Tradesman*, *The Commercial Record and Record & Guide*, New England weeklies. His headquarters are in New York.

Underwood Transfers Fletcher

Dave Fletcher has been transferred from the Chicago studio of Underwood & Underwood to their Detroit studio. He was formerly with Lord & Thomas and the Newell-Emmett Company.

With Rochester Brewery

Louis G. Kelly, formerly with the Kelly-Read Company, is now advertising manager of the Standard Brewing Company, Inc., Rochester, N. Y.

Francis Named NRA Advisor

Clarence Francis, executive vice-president of General Foods Corporation, New York, has been named advisor to the food industry on the staff of the NRA. Leave of absence has been granted by the directors of the company until December 1, at the request of W. C. Teagle, chairman of the Industrial Advisory Board. Mr. Francis will make his headquarters at Washington while a number of food industries are presenting their codes for approval.

Collier Appoints F. S. Allen

Franklin S. Allen, recently with the Hearst Organization and formerly with the Barron G. Collier organization on the Pacific Coast, has been appointed advertising manager of the Western division of Street Railways Advertising Company and the Collier Organization, with headquarters at 20 North Wacker Drive, Chicago.

On Mathes Staff

Charles R. Marshall has joined the staff of J. M. Mathes, Inc., New York advertising agency, as account executive. He was associated for eight years with N. W. Ayer & Son, Inc. Prior to entering the advertising field he operated his own food brokerage business in Boston.

Bills Joins Switzer

Clarence H. Bills has become associated with George Switzer, New York, designer. Mr. Bills was art director for the Otis Elevator Company and has served clients as industrial designer. In his new connection, he will continue to serve his clients as heretofore.

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READER RESPONSE

During the first nine months of 1933, thousands of letters have been received by the Editorial department of The Indianapolis News. The writers of these letters have commented on a great variety of topics, requested advice and service, responded to editorials and features.

Perhaps this enumeration of some of The News features, and the letters received, will give you a better picture of the reader-appeal of The Indianapolis News:

"Voice Of The People" . . . a permanent feature	2,340
"Hoosier Homespun" . . . a permanent feature	3,010
"Questions and Answers" . . . a permanent feature	4,875
"Patterns" . . . a permanent feature (patterns are 15c), number of patterns ordered	10,624
"Get An Astrology Reading" . . . a feature for amusement only, appearing from April 25th to August 12th. A charge of 10c for each reading. Number of readings	25,000
"Mother's Advice" . . . a permanent feature	1,248
"Shootin' 'Em and Stoppin' 'Em" . . . an annual basketball feature appearing during basketball season	8,203
"Buck Rogers" . . . a permanent cartoon strip, started June 26th . .	1,267
"Strange As It Seems" . . . a permanent feature, started August 7th	2,546

Certainly this is tangible testimony that the people in the Indianapolis Radius read and respond to The News. The majority of them depend on it as their family buying guide. The Indianapolis News sells more merchandise per dollar of advertising investment because it gets this careful readership in the home. It is the newspaper that can sell this great market profitably and economically for you . . . NOW.



THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York Chicago
Dan A. Carroll, 110 East 42nd St. J. E. Lutz, 180 N. Michigan Ave.

Dealers to Help Formulate 1934 Campaign

Florence Stove Company Canvasses Retailers for Comment and Suggestion

ON one score, the composite customer actually is always right.

He may be wrong in his complaints about merchandise. He may be wrong in his demands for special concessions. He may be wrong in his estimate of how long an overdue account ought to be permitted to prolong its superannuation.

But, if you can induce him to dredge his consciousness and then to express himself about what he finds, he's right regarding advertising.

About advertising he feels the same as do many men about art. He may not know what technical components compose good advertising, but he knows what he likes. At least, he knows what advertising has persuaded him.

Also, if he is a dealer, he is likely to have a few fairly shrewd ideas about what advertising has persuaded his customers.

Partly with that principle in mind, the Florence Stove Company is asking its retailer-customers to help formulate the Florence program of advertising for 1934.

Over the signature of Advertising Manager R. B. Carey, the following letter has just gone out to Florence dealers:

Last year a number of our good dealers helped us formulate the advertising plan that we used this year. Now we are starting to make plans for 1934 and hope that you will be willing to give us the benefit of your judgment and experience so that we can have a 1934 plan that is even more effective than the job we did in 1933.

As a guide to the information that would help us, we attach a list of questions that we hope you can take time to answer. If you can answer certain questions but not others, please fill in those that you conveniently can.

Also, we shall be grateful for any comment or suggestions that occur to you in addition to the answers to our questions.

The enclosed return envelope is for your convenience.

Here are the questions:

1—In general, did you like our 1933 advertising plans? (Check "Yes" or "No.")

2—Do you think our 1933 plan helped you get more oil stove business than you would have had without it? (Check "Yes" or "No.")

3—What features of our 1933 Oil Stove plan do you consider most valuable? Please check the features that you will like to see repeated in our 1934 plans:

A—Striking window display?

B—Consumer inquiries sent you as a result of advertising?

C—Special literature for consumers, such as our "Let's Fix Up the Kitchen" pamphlet?

D—Special inducements to bring consumers into your store, such as the model doll kitchen?

E—National magazine advertising?

F—Plan of featuring other kitchen goods, such as refrigerators, breakfast sets, linoleum, etc., in our advertising and literature as well as our own Florence Oil Stoves?

G—Selling the "Let's Fix Up the Kitchen" idea, instead of featuring price, mechanical features, etc.?

H—Supplementary sales literature, such as circulars, envelope stuffers, etc.?

I—Mats and electros for your use?

4—What do you think of the outlook for oil stove sales in 1934? Do you expect them to be less than, the same as, or more than in 1933?

5—If you expect to sell more oil stoves, would you kindly estimate

what percentage increase you expect?

6—Where do you expect your 1934 stove business to come from? Which of the following classes will probably buy more or less oil stoves in 1933? Farm families? Small-town families? Suburban families? City families?

7—Have you any suggestions for the improvement of our products?

8—Can you make any suggestions for improvement or helpful additions to our Oil Stove advertising program, such as direct-mail campaigns for your use, etc?

Please add any other criticism or comment that you think might help us in planning our 1934 Oil Stove advertising campaign.

The questionnaire is expected to serve at least two useful purposes: (1) it will bring in information that will be useful in creating and directing the 1934 campaign, and (2) by inviting the dealers' participation in the preparation of the campaign, the questionnaire will arouse their interest in the 1934 program and win their appreciation of its virtues.

Drops Forty-four Items

AFTER a study of distribution showed that 80 per cent of volume was done on 62 per cent of the line's products, the Dorothy Gray Company, Ltd., New York, has dropped forty-four products or sizes. Four new items were added to the line.

The new items are a make-up foundation cream, a salon face powder, an automatic lipstick and a week-end case.

The company informs the trade that, by dropping the slow-moving

items, it is expected dealer inventory and returns will be reduced, that turnover will be speeded up, as a consequence of concentrated selling by dealers' staffs. The new move also will permit the company to focus its advertising on products which can be sold in volume and at a profit.

A new magazine advertising campaign features the Dorothy Gray salon facial. A home facial treatment, copy describes the three steps in the process.

Consolidated Cigar Account to Aitkin-Kynett

The Aitkin-Kynett Company, Philadelphia advertising agency, has been appointed advertising counsel by the Consolidated Cigar Corporation, New York, maker of Dutch Masters, Harvester, Henry George and "44" cigars.

Represents Foot

E. D. Parent has been appointed New England manager at Boston of N. Frederick Foot & Associates, Inc., publishers' representative. He will be assisted by Frederick G. Ward.

Appoint Briggs & Varley

The Mountain Valley Water Company of New York, and Weston-Schramm, Inc., also of New York, have appointed Briggs & Varley, New York, to direct their advertising accounts.

Heads Detroit Juniors

Wilson Bryce has been elected president of the Ad Forum, junior advertising club of Detroit.

Acquires Premier-Pabst Cheese

The Kraft-Phenix Cheese Corporation, Chicago, has purchased the cheese division of the Premier-Pabst Corporation, Milwaukee. On November 1 Kraft-Phenix will take over all inventories, trade-marks, patents and supplies of the Premier-Pabst cheese business.

With "Wines & Liquors"

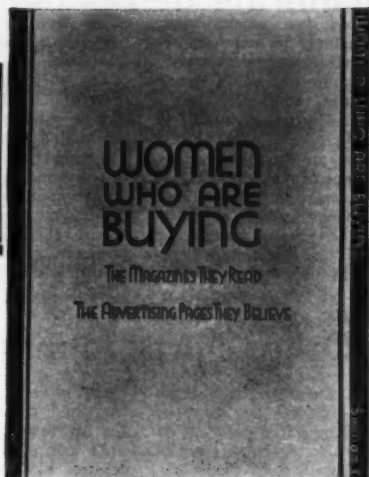
R. A. Goodwin, former associate editor of *Pit & Quarry*, Chicago, has been appointed editor of *Wines & Liquors* of that city. Offices are at 608 South Dearborn Street. C. A. Larson has been appointed New York representative.

Changes Name

The Allen Kane Studios, Inc., New York, has changed its name to William J. Medlin, Inc.

Joins Irving Drew

Nathan J. Levy has been appointed sales manager for the Eastern States of the Irving Drew Company, Portsmouth, Ohio, Arch Rest shoes.



WOMEN WHO ARE BUYING TODAY

What magazines do they read?

What advertising pages do they believe?

EXECUTIVES who are responsible for making advertising pay will find the answers to these pertinent questions in the study recently completed for Good Housekeeping by a group of representative advertising agencies. The facts disclosed by this study are tangible. They were obtained in part partially. *They prove—convincingly—that the majority of women actively spending money for merchandise today are women who read magazines regularly—and have faith in magazine advertising.*



Good

CHICAGO

BOSTON

NEW YORK



HOW THIS STUDY WAS MADE

The advertising agencies which made this study acted independently of Good Housekeeping. They placed their own investigators in department stores (covering major departments) in grocery stores, drug stores, shoe stores, jewelry and appliance stores.

The investigators interviewed ONLY women who were known to have made purchases. During each interview but two questions were asked, and in these exact words:

Question No. 1—"What magazines do you yourself read regularly?"

Question No. 2—"Of these magazines, is there any one in whose advertising pages you have particular confidence?"

Of the total number of women interviewed, 84.9% said they read regularly one or more magazines. Of this number, 94.9%—by answering Question No. 2—registered a keen interest in a factor that is vital to advertising success—the confidence a magazine itself creates in its advertising pages.

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TODAY'S WOMEN BUYERS ARE MAGAZINE READERS

Magazine advertising has always been the mainstay of successful advertising programs. This new study should help the magazine advertiser to invest his dollars even more profitably. It tells him in what magazines his advertising is most likely to be seen and read—*by women who are buying today.* And to what extent these same women will *believe* his advertising—when they see it.

Copies of this study—"Women Who Are Buying"—are now being distributed by Good Housekeeping representatives. If you have not as yet received a copy, write our nearest office.

Good Housekeeping

Everywoman's Magazine

NEW YORK

DETROIT

SAN FRANCISCO

Small Agency Group and Four A's Agree on Code

THE group of executives of small agencies which has been contemplating submitting an advertising agency code of its own to the NRA, met with the Western council of the American Association of Advertising Agencies at Chicago last week, as forecast in *PRINTERS' INK*. There was a meeting of minds with the result that the Four A's code is now more acceptable to the group.

The major revision made in the Four A's code calls for the newly organized Institute of Advertising Agencies of America to have representation on the administrative board which it is planned to have administer the proposed code. This may be as many as three members out of a probable total of twelve board members.

Another revision proposed by the small agency group had to do with the elimination of the series of copy regulations in the unfair trade practices section of the original draft. It was explained at the meeting that these already had been removed from the code in a new draft. These administrative changes were submitted for approval of the Deputy Administrator early this week.

There are still, however, several points in the code which have not been mutually discussed and upon which no specific accord has been reached. These include the section on assessments to cover administrative costs, on classification of

agencies for assessment purposes, and on the general provisions for the procedure enforcing the code.

The Institute holds for the modifications on these subjects presented in its revised draft which was summarized in *PRINTERS' INK* last week. These remaining differences, in the opinion of M. E. Maggart, chairman of the Institute's code committee, will probably be harmoniously ironed out at a future conference.

The meeting, while held under Four A auspices, is not to be interpreted as evidence that the Four A's is going to compromise to any great extent. It feels that radical changes are not necessary and where insisted upon, the insistence is founded on misconceptions which it aims to clarify by friendly co-operation.

It should be remembered that the Four A's, aside from non-members, represents a substantial majority of national advertising billings. Another factor to be stressed concerns the fact that more than 500 agencies, members and non-members, have already subscribed to the code, representing about 70 per cent of all national advertising.

This does not include certain Four A members who objected to certain provisions in the proposed code which have already been changed. The signatures of these agencies will bring the total volume represented by signers to well above 80 per cent.

Appointed by Electrotypers

The Electrotypers and Stereotypers Association of New York, Inc., has appointed David Larsen, its statistician, as executive secretary.

Joseph Cosgrove, Kingsboro Electrotype Company, Brooklyn, N. Y., former vice-president, was elected president to succeed the late William T. Timmons.

Has Morrell Account

John Morrell & Company, Ottumwa, Iowa, Sioux Falls, S. D., and Topeka, Kans., meat and produce products, have appointed Henri, Hurst & McDonald, Inc., Chicago, as their advertising agency. Plans for 1934 advertising and merchandising are being formulated.

Ohio Select List Elects

C. A. Rowley, of the *Ashtabula Star-Beacon*, has been elected president of the Ohio Select List. A. A. Hoopingerner, of the *Dover Reporter*, has been elected vice-president and C. H. Spencer, *Newark Advocate*, secretary-treasurer.

Hotze with "Washington Post"

R. E. Hotze, formerly advertising manager of a Richmond bank, is now with the advertising department of the *Washington Post*.

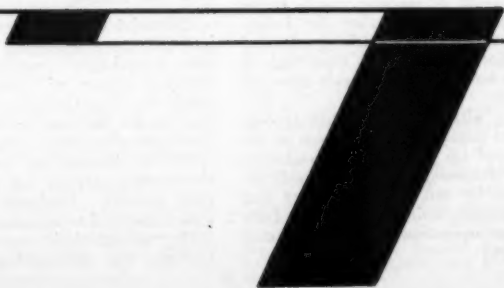


**A "hot-off-the-griddle"
advertising idea needs an
equally**

Alert

medium.

**"Business Week" is issued
weekly on the fastest
publishing schedule in the
magazine world . . .**



Gen. Johnson Wires A.B.P.

Business Papers Can Have Important Role in Increasing Sale of Capital Goods, He Says

THE emergence of the capital goods industries into the current foreground of the national recovery picture (wherein they previously had been assigned something of a Cinderella role) set a timely pattern for the deliberations of the Associated Business Papers, assembled in its fall meeting at Chicago last week.

Accordingly, methods and policies whereby business publishers might serve to accelerate sales stimulation of capital goods—with particular reference to new conditions imposed by industrial codes—was the keynote of discussion.

The theme of the meeting was lent the official blessing—and added authenticity—of the Recovery Administrator himself, via telegram. Gen. Hugh S. Johnson sent the following message, which was read at the opening session:

Your group is informed as to the vast amount of purchasing of durable goods which has been deferred during the last three years. You understand that the industries producing such goods represent more than half this country's normal business.

We are at a critical time in recovery. Confidence of the great mass of our people in their own future and in the future of the country has been restored. Men are going back to work. Pay envelopes are fatter. We must insure this upward trend by making it practicable for the purchasing of durable goods to be resumed again, so that the industries which make such goods and the workers normally employed in those industries may again have an income.

It is within your province to contribute mightily to the release of the dammed up demand for machinery and equipment and other goods required by mills and factories and our transportation systems for fully efficient operation under today's conditions.

The General's telegram formed a fitting background for an address by Douglas Taylor, vice-president of PRINTERS' INK, which, in part, is presented elsewhere in this issue.

Mason Britton, of the McGraw-Hill Publishing Company, urged publishers to take steps to educate reactionary types of industry thinking which tend to stop the wheels of progress. Several industries, he said, have got the idea that it is good business to put into their codes an agreement whereby no more machinery and equipment will be purchased during the next two years. That such policies will impair the efficiency of the industries concerned should be obvious, but is not always recognized, he pointed out.

Mr. Britton also suggested that publishers take steps to put some courage into the industries which they serve, particularly with reference to their attitude when they go to Washington to submit their codes. "The fundamental premise of the NRA is that it is a partnership between industry and government," he said. "But many industry representatives go meekly before the recovery administration with their hats in their hands, instead of as partners. The frame of mind is an important thing in establishing an effective relationship with the NRA program."

How Business Papers Can Aid Revival

Editorial opportunities to revive business were a leading subject at the round-table session. Earl Shaner, editor of *Steel*, emphasized the importance of the business paper leading its industry in the right direction, a responsibility which he believes has not been too thoroughly carried out during recent months. Business papers in many cases do not seem to have fully realized their current opportunities for performing tangible,

outstanding service in this respect for their industries, he asserted.

That publishers would do well to give consideration to securing a larger proportion of their revenue from the industries which they serve through their editorial columns was a thought brought out by E. T. Howson, of the Simmons-Boardman Publishing Company. While there is no one universally applicable method for accomplishing this, he said, the subject is one which deserves examination.

John Benson, president of the American Association of Advertising Agencies, in his talk at the luncheon discussed the proposed agency code. The vital point of the whole document, he declared, is the provision in the unfair trade practice section which forbids the rebating of commissions. So long as rebating exists to any extent it is a blot on the agencies' escutcheon, he said. Mr. Benson also stated that the section concerning agency compensation is by no means an attempt to freeze the agency commission at 15 per cent.

Whether the commission is 10 per cent or 25 per cent would be just as much in the hands of the publishers as it ever was.

Glenn Griswold, of *Business Week*, was a second speaker at the luncheon. He presented a broad picture of changes in the business set-up under the NRA.

The question of the association's administration came up as the final piece of business. Under the constitution, officers are to be elected each year at the spring meeting, but this year such a meeting was not held. The advisory committee recommended that last year's officers carry over until the meeting next spring and this was ratified by the membership.

Continuing as officers under this arrangement are: James H. McGraw, Jr., vice-president and treasurer of the McGraw-Hill Publishing Company, president; Samuel O. Dunn, of the Simmons-Boardman Publishing Company, vice-president; Chauncey W. Williams, F. W. Dodge Corporation, treasurer; and H. J. Payne, secretary.

Reformers and Carrier Boys

ACTIVITY on the part of reformers to have the employment of newspaper carrier boys classed as sweatshop labor occupied the major attention of the Central States Circulation Managers Association in its two-day meeting at Chicago last week. The premise on which these attempts

are based was pronounced ridiculous, but, H. W. Stodghill of the Louisville *Courier-Journal* and *Times* pointed out, the whole thing constitutes a serious problem. Publishers were urged to give greater publicity to the business training benefits that accompany boy carrier work.

Farm Publishers Elect

P. E. Ward, *The Farm Journal*, Philadelphia, was elected a director of the Agricultural Publishers Association, which held its annual meeting at Chicago last week. Three other directors were re-elected. They are: W. G. Campbell, *Indiana Farmer's Guide*, Huntington, Ind.; B. Morgan Shepherd, *Southern Planter*, Richmond, Va.; S. R. McKelvie, *Nebraska Farmer*, Lincoln, Nebr. Various association matters were discussed.

With "Securities"

John J. Daniels has been appointed circulation manager of *Securities*, New York. He has been with the advertising division of the United States Rubber Company and formerly was with the Babson Statistical Organization.

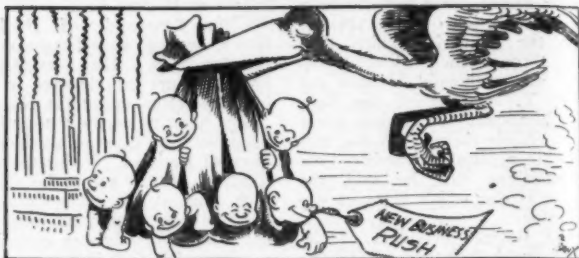
A.N.A. Groups Meet

The board of directors of the Association of National Advertisers met at Chicago, October 18 and discussed plans for the forthcoming convention in November and other association matters. Following this session, the directors met with the Western members of the A.N.A. and presented various recent developments in the organization's work.

MacLeod with Buffalo Utility

Rob Roy MacLeod has been made vice-president and general manager of the Bradford, Pa., Electric Company. He is succeeded as advertising manager of the Buffalo General Electric Company by Walter J. Thompson, who has been his assistant.

Worcester, Massachusetts



SIX In FOUR Months

During the past four months six NEW factories have opened to give NEW jobs to Worcester workers and provide NEW stimulus to Worcester's buying power.

The H. H. Brown Shoe Co. employs 750; the Monarch Shoe Co., 200; the La France Hat Corp., 60; The Williamsburg Unity Heel Corp., B & G Corset Co. and Harco Mfg. Co. (Raincoats) are lusty infants just arrived and ready to grow.

The arrival of sextets casts no shadow upon the big brothers of Worcester industry—the great factories whose doubled production has been prime factor in jumping Worcester's industrial payroll 77% in the past few months and in bringing Worcester's industrial employment within 75% of normal by August 26.

The birth of NEW factories is another indication of a virile and healthy industrial condition. Every NEW factory creates NEW buying power and opens up NEW opportunities for advertisers.

Population of Worcester 195,311; city and retail trading zone (ABC) 433,287.

Of all families in Worcester and throughout the retail trading zone which everyday receive in their homes a Worcester newspaper

85% Read the Telegram or Gazette in Their Homes Regularly—Six Days Every Week.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

What State Laws Say About Liquor Advertising

Part I of a Digest of Legislation Which May Cause Publishers and Advertisers Trouble After Repeal of Eighteenth Amendment

By Andrew M. Howe

THOSE magazine publishers who have decided to accept liquor advertising when it is legal are discovering that legality will not automatically come with repeal of the Eighteenth Amendment.

In addition to the Reed Amendment to the Webb-Kenyon Act, which has been discussed in **PRINTERS' INK**, there are on the books of a great many States dry laws which prohibit the distribution of any publications containing liquor advertising. These individual State laws will, in some instances, be repealed; in others they will not be enforced.*

Because there is such widespread interest in this subject, **PRINTERS' INK** wrote to the Secretary of State of every State in the Union asking this question: "Is there any State legislation now in force that would affect the sale and/or advertising of liquor in your State after repeal?"

Here is a digest of the replies:

Alabama: This State passed a dry law in 1915. Section 1, subsection 1, reads: "Therefore, it is hereby made unlawful, to advertise upon any street car, railroad car or any other vehicle of transportation, or at any public place or resort, or upon any sign or bill board, or by circulars, posters, price lists, newspapers, periodicals or otherwise within this State, said liquors and beverages, or any of them, or to advertise the manufacture, sale, keeping for sale or furnishing of any of them."

On July 18, 1933, the State of

Alabama ratified the proposed Twenty-first Amendment but this did not change the status of the law of 1915. Before even beer can be legalized it will be necessary for further measures to be taken by the Legislature and it is not now in session.

Arizona: Last spring an act was passed relating to the manufacture and sale of spirituous liquors and imposing a tax thereon. There are no provisions in this act affecting advertising. It merely sets up a system of regulations after repeal.

Arkansas: This State has a law known as the "Bone Dry Law" which will prohibit the sale of liquor in the State until same is repealed by the State Legislature. The regular session of the Legislature will not convene until January, 1935, and there is, therefore, no possibility of this law's being repealed unless a special session is called by the Governor and this subject is included in the call.

California: An act was passed in June, 1933, regulating the sale of liquor when and if it shall become lawful under the Constitution and Laws of the United States. There are no provisions in this act regarding advertising.

The sale of liquor in original packages is permitted in retail stores but the consumption of intoxicating liquors in the place of sale is prohibited.

Colorado: This State passed an act last year regulating the sale of liquor, after repeal. There are no provisions affecting advertising.

Connecticut: An act, effective after repeal, has been passed which will permit local option. There is this provision which might affect advertising in dry towns in Connecticut: "Every person who, by

*See "Is the Reed Amendment Outmoded?" Sept. 21, page 102; "Liquor Can Be Advertised Now," Oct. 12, page 17; "Liquor Will Be Illegal in Dry States," Oct. 19, page 17; "Liquor Advertising," Oct. 19, page 108, and "Go Easy with More Prohibition," page 97, this issue.

"She Covers the

ALICE

HUGHES

*Whose column appears
every day in the*

New York American

"And do you really go to all those places you write about?" people ask me.

Yes, I do. By 9:30 A.M. I have usually had my first wrangle with some store doorman who wishes to save the space my tiny Austin occupies, for some possible future Rolls-Royce. I like to watch early shoppers flood store aisles, sniffing out bargains like hounds after hares.

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In a day I snoop through a dozen stores. Not just around counters but behind scenes, among merchandise and the mechanics of storekeeping. This privilege is granted to few. It requires a super-feminine shut-mouth, for until they spring what's new before customers, stores work in great secrecy.

American women readers—men, too—graciously write me that they like this "inside stuff" on stores. They say they find my gossip-without-malice, breezy and readable, and add that it has a three-generation, double-sex appeal, meaning that grandmas, mothers, children and men and women look for it in the daily and Sunday American.

Shoes Sold To Strains Of Opera

Music Charms the Buyer,
Store Finds; Miracles
Done with Hats.

By ALICE HUGHES.

BUYING shoes to music is a
Glimmer idea, pleasing to both
ears and feet. We have not yet
found a psycho-
analyst who con-
firms the theory
that a woman's
sales resistance
breaks down on
she listens to the
strains of "Alma,
but we have
found a shoe



New York American

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES
New York Chicago Boston Detroit Philadelphia San Francisco Los Angeles

himself or his agent, shall solicit or procure any order for any alcoholic liquor in any no-permit town, or who shall engage in the business of soliciting or procuring orders for such liquor in such town, or shall advertise for or otherwise publicly solicit or invite such orders therein, shall be subject to the penalties provided for in section 71 of this act."

Delaware: Section Number 9 of the Delaware liquor control act reads: "For a period of two years no 'person' engaged in or interested in the 'manufacture,' 'sale,' dispensing or transporting of 'alcoholic liquor' shall advertise or cause to be advertised 'alcoholic liquor' of any kind or brand, or the 'manufacture' or 'sale' of 'alcoholic liquor' or anything in connection therewith, or the place or places where 'alcoholic liquor' may be purchased provided that such advertising shall be permitted in newspapers or in other periodical publications sold in this State, and shall be permitted by radio broadcast."

"Poster boards and painted bulletins may be used to advertise the manufacture or sale of all vinous or malt liquors that are permitted under the laws of the State of Delaware to be sold under this Act. The use of said poster boards and painted bulletins to be confined to the Corporate limits of the City of Wilmington, provided however, that the placing of poster boards and painted bulletins in the City of Wilmington does not conflict with any existing ordinances of the city."

"In the event there is a conflict the City ordinance shall prevail. However, any 'establishment' where 'alcoholic liquor' is sold may indicate that fact by suitable sign of size and lettering approved by the Commission."

Florida: Local option was in effect in this State at the time the Eighteenth Amendment was adopted. Intoxicating liquor cannot be sold or advertised in this State until after the provision in the State Constitution has been repealed. The amendment is not to be

voted on until November, 1934.

Georgia: The present law prohibits any advertising in newspapers, periodicals, circulars or otherwise of any alcoholic liquors or beverages. It also prohibits the circulation of any periodicals which advertise for sale any alcoholic beverages or other matter for the purpose of securing orders for such liquors or beverages. There can be no change in this law before 1935 unless the Governor should call an extra session.

Idaho: This State has in its statutes at the present time laws which prohibit the sale and advertising of intoxicating liquors. There is no legislation pending which will change these laws as such change is only possible through the vote of the people and legislative action.

Illinois: There are no laws regulating the sale of alcoholic beverages, other than beer and wine, in Illinois at the present time.

Indiana: This State has passed an act regulating the sale of intoxicating liquor after repeal. When and where provisions are specific and strict but there are no provisions relating to advertising.

Iowa: This State has passed an act regulating the sale of intoxicating liquor after repeal. No provisions affecting advertising.

Kansas: This State is at present operating under a strict bone-dry law, which prohibits the manufacture, sale and distribution, etc., of malt, spirituous or so-called intoxicating beverages of any kind or character. Agitation is being had relative to the probability of the Governor calling the Legislature into extra session. Steps may be taken then for or against repealing the bone-dry law and advertising of liquor laws and other laws affecting the repeal of the Eighteenth Amendment.

Kentucky: The sale and/or advertising of liquors in Kentucky after repeal will not be legal unless certain dry statutes of the State are also repealed.

Louisiana: The attorney general of this State, Gaston L. Porter, writes: "We are of the opinion

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that the Legislature of this State will pass legislation for the sale and control of liquor in time to regulate the sale of liquor if and after the national prohibition act is repealed. This department has no idea as to what will be the final draft of this legislation."

Maine: The Statutes of Maine prohibit the handling of intoxicating liquors. There is no legislation pending in this State which would affect the sale or advertising of liquor after repeal.

Maryland: It is expected that there will be a special session of the State Legislature to deal with the subject of liquor some time in the near future.

Massachusetts: A local option liquor law, which was enforced prior to the adoption of the Eighteenth Amendment, has never been repealed, but it has remained inoperative because the provisions for the exercise of local option have not been exercised and people have not voted in elections upon this question for the last seven or eight years.

A Recess Legislative Commission is now studying the question of liquor laws in anticipation of re-

peal. This commission will make its report to the incoming legislature, which will meet on the first Wednesday in January of next year, unless called into special session by the Governor.

Michigan: There has not as yet been any legislation passed regulating the control and sale of liquor. This will undoubtedly be passed during the extra session which will probably be early in 1934.

Minnesota: The Governor has appointed a commission to study and present suggested liquor laws to a special session of the legislature which will probably be called in December.

Mississippi: The laws of this State prohibit the sale, manufacture, distribution or possession of intoxicating liquors. These laws cannot be repealed, unless a special session is called, until the next regular session of the legislature in January, 1934.

Missouri: This State has laws relating to the selling of liquor but it is thought that these laws will be repealed at a special session of the legislature which it is expected the Governor will call next month.

(To be continued next week)

Distiller Group Appoints Blackman and Thomas

The Distillers & Brewers Corporation, New York, has appointed The Blackman Company, of that city, as advertising counsel. This prospective new advertiser will, following repeal, market a complete line of domestic and imported liquors, all the way from whiskies and gins to beer.

Jack Thomas has been appointed advertising manager. He was formerly advertising manager of Anheuser-Busch, Inc., and, more recently with Jacob Ruppert, New York brewer, in a similar capacity.

Samuel Ungerleider has resigned as a partner in Fenner, Beane & Ungerleider, stock brokers, to become president and chairman of the board of Distillers & Brewers. Prior to Prohibition he was engaged in the liquor and wine industry in Ohio.

Champagne Account to D'Arcy

Cook's Imperial Champagne advertising will reappear after fourteen years. A list of class magazines and business publications will be used. The D'Arcy Advertising Company, St. Louis, handled this account for many years prior to prohibition.

Quinn Heads Cincinnati "Post"

Ralph H. Quinn has been elected president of the Post Publishing Company, publisher of the Cincinnati Post, succeeding Frank W. Rostock, who resigned last June. Mr. Quinn has been vice-president and business manager.

He joined the Scripps-Howard Newspapers about twelve years ago and was made business manager of the Washington Daily News. Later he became advertising director of the Cincinnati Post.

Carl D. Groat, editor of the Post, has been elected vice-president succeeding Mr. Quinn. Mr. Groat formerly was editor of the Youngstown Telegram.

Joins Chicago Agency

A. Ward Palmer, Jr., formerly secretary of Stevens, Palmer & Stevens, Inc., Grand Rapids, Mich., advertising agency, has joined the staff of Reincke-Ellis-Younggreen & Finn, Chicago.

Stannard Transferred

W. C. Stannard, of the Vancouver, B. C., office of McConnell & Ferguson, Ltd., has been transferred to the Montreal office.



History MORE than Repeats

*... when MARTHA LEE
is Hostess
to Thousands*



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PREVIOUS annual sessions of the Martha Lee Cooking School, of the BOSTON AMERICAN, have always drawn huge crowds. But this year, attendance was overwhelming . . . so large, in fact, that the capacity of the huge Hotel Statler ballroom was strained to its utmost, and hundreds had to be turned away.

During the four days of the sessions, well over 10,000 Boston housewives came to hear Martha Lee.

For Martha Lee is a Boston personality . . . loved, respected, an outstanding authority on Home Making.

The BOSTON AMERICAN is the only evening newspaper for which Martha Lee writes. It is the only Boston newspaper which offers BASIC coverage to advertisers of Food Products and Household devices . . . for the American's 247,600 families form 42.1% of Boston's entire evening reading market . . . the VITAL 42.

In addition, the American offers a type and quality of merchandising cooperation which has accounted for scores of highly successful sales campaigns.

If you would sell your product to the Boston Market, consider FIRST the Vital 42 of the AMERICAN.

BOSTON AMERICAN
NEW ENGLAND'S GREATEST EVENING NEWSPAPER

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

To Study Unfair Trade Practices

Committee of Business Leaders Appointed by Gerard Swope to Act for Government

UNFAIR trade practices must go. The first step in a determined effort to eliminate them is the appointment of a committee of business leaders, selected by Gerard Swope, chairman of the Business Advisory and Planning Council for the Department of Commerce, to focus their experience on the problem.

The work of this committee will constitute the groundwork for effectively attacking the vast economic waste now handicapping business as a result of unfair practices, particularly between producer and consumer. The huge sum which has gone to waste in the past, it is felt, must now be saved to the public which eventually pays the bill. This saving will go far toward meeting the increased costs of doing business; tend to keep prices within reasonable levels and contribute substantially to the success of the recovery program for business.

Filene, Committee Chairman

The committee is to be known as the "Committee on Unfair Trade Practices in Production and Distribution." Heading it as chairman is Lincoln Filene, treasurer and chairman of the board of the William Filene Sons Company.

At its initial meeting in New York, last week, the committee acted favorably on three resolutions:

1. It recommended that the Government shall recognize the need for defining and codifying uniform unfair trade practices within each industry and between industries.

2. It recommended further that the Department of Commerce, NRA and Agricultural Adjustment Administration urge industries to set up trade practice committees which shall jointly define unfair practices found in producer-distributor relations and agree upon provisions for their control, subject to

the approval of the proper governmental agencies.

3. Such agreements, the committee expects, will be put in such legal form as to constitute standard rules governing the relations of the industries subscribing to them, to be administered by the official agencies set up for code administration.

Members of the committee include: Roy Dickinson, president, PRINTERS' INK Publications; Everett G. Griggs, chairman of the board, St. Paul & Tacoma Lumber Co., Tacoma; Morris E. Leeds, president, Leeds & Northrup Co., Philadelphia, and the following members from New York: Lucius Eastman, president, Hills Bros.; Dr. Paul F. Nystrom, professor of marketing, Columbia University; L. D. H. Weld, director of research, McCann-Erickson, Inc.; John S. Burke, president, B. Altman & Co., and James A. Goldsmith, president, Hess & Goldsmith.

Additional members are to be appointed.

Mr. Filene classifies unfair business practices as being of two kinds; first, those that occur between competitors, second, those that occur between buyer and seller. The work of the new committee, he says, will at first probably be confined largely to the latter field.

Few attempts have been made to touch the closer and more continuous relationship between buyer and seller, producer and distributor; yet, in the opinion of Mr. Filene it is the unfair practices that have crept in and multiplied in this joint relationship that have created terrific waste.

"Business men throughout the country are today," said Mr. Filene, "faced with an opportunity of beginning, once and for all, a process of house-cleaning which over the years will most certainly make for more profitable business, more stable business, and social stability."

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That Big Bad Wolf

In Growing Numbers, Advertisers Enlist Him to Huff and Puff for Them

NOT many advertisers are afraid of the big bad wolf.

Many of them are reaching out and taking him in as an advertising character. It seems likely that many more will do likewise.

In New York, Bloomingdale's department store put the wolf and the three pigs in a newspaper page dedicated to the NRA. Macy's glorified the prudent little pig who built his house of bricks. Lord & Taylor staged a three-little-pig marionette show. There have been other instances, outside New York.

All of which is highly gratifying—and more than a little surprising—to the original producer, the United Artists Corporation.

"Our opinion," says Hal Horne, United Artists' director of advertising and publicity, "is that all the advertising in which the wolf, the pigs, and the song are featured helps advertise the picture, itself."

"Hence, we are glad to permit their use. We should like, however, to be permitted to see the advertising in advance of its publica-

tion; of course, we'd not be pleased by the publication of anything derogatory to the Disney creation."

Either in the copy or the footnote, advertisers are giving credit. In some instances, the footnote includes a remark to the effect that the talkie is running at such and such a local theater. Hence, thus far, the matter of copyright rights has not been a pertinent issue.

"In fact," said Mr. Horne, "the whole subject of copyright rights on such material as this is a legal jungle. In the present instance, however, one fact is clear; and that is that the little pigs are copyright-protected."

"Speaking as an advertising man—and not, you understand, as a publicity man—I think it's good business for an advertiser to capitalize a mass-psychological situation."

Then, a little wistfully, as one whose loyalties are divided, Mr. Horne added: "And of course, Mickey Mouse, which Walt Disney also draws, is going well, too."



"Who's afraid of the big bad wolf?"

FROM WALT DISNEY'S GREAT STORYTELLING, THREE LITTLE PIGS, A STUNNING ARTIST'S DESIGN.

But this misanthropic old man. He's building his house of good sound bricks.

Not Macy's common old man. For they build solidly too. They share so cheerily. They pay so they go.

**NO ONE IS IN DEBT TO
MACY'S**

Two, out of many, examples. At Lord & Taylor, the piglets inspire a marionette show. Macy's slant is a sort of sermonette

Occidentally



I MAGINE any eastern bank with branches in 243 cities in ONE STATE. Yet that is typical of the way ALL business is done in California.

A territory that is larger than all the British Isles put together, yet comprised of only two market areas. Great distances between communities instead of closely connected markets. The hundred-mile-long jobbing routes. Two great cities controlling practically all *wholesale* business, buying less than half at *retail*.

California is *different* . . . and its dissimilarity spells "opportunity" to those who can read it aright.

LOS ANGELES EXAMINER

BASIC PAPER of the
SOUTHERN California Market

NATIONALLY REPRESENTED

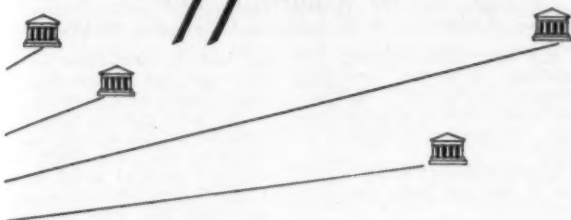
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Different



THE NORTHERN California market looks to San Francisco for its jobbing facilities and to the SAN FRANCISCO EXAMINER for its news of national events . . . and merchandise.

In the SOUTHERN California market, the LOS ANGELES EXAMINER occupies a similar position of BASIC importance.

Many recent outstanding sales-successes have been recorded through these two great newspapers . . . a jeweler sold over 400 watches @ \$21.; a market had to rope off the street to hold crowds in check; *three* expensive automobiles were sold through *three* small advertisements. Translate these successes in terms of *your* product.

The highly trained merchandising men of the EXAMINERS have played a vital part in scores of marketing campaigns. Their intimate contact with wholesale and retail outlets is a powerful factor in selling *any* merchandise.

Let the Boone Man explain the Basic differences of the two California markets; and the Basic way to turn their differences to your advantage.

NE SAN FRANCISCO EXAMINER
BASIC PAPER of the
Market NORTHERN California Market
ED RODNEY E. BOONE ORGANIZATION

Radio Advertising as a Station Merchandiser Sees It

Miracles Should Not Be Expected, He Says, and General Fundamental Rules Should Always Apply

By Kenneth L. Ede

Director of Promotion and Merchandising, Radio Station WGAR, Cleveland

IF any advertising medium ever suffered from an over-filled graveyard of "I-tried-it-once-but-never-again" once-upon-a-time-customers, that medium is Radio.

Why?

The most apparent answer is, because it has not been used correctly.

Unquestionably this answer is right. But the real "behind-the-scenes" trouble in most cases is that radio was not bought with the right attitude of mind in the first place. And the attitude of mind of the buyer of radio time is of utmost importance if he is to obtain any real and lasting benefits from radio advertising.

Too much radio is purchased on hunches, personal likes and dislikes, because "so-and-so" increased his sales 100 per cent through his radio program.

Either a person likes a program or he doesn't like it. And because the buyer of radio is also a listener to radio, his personal likes and dislikes are bound to be reflected in his demands on the radio station.

Therefore, the first and most important step in the approach to buying a radio program should be to divest oneself as much as possible of any personal convictions on the subject and approach it with an open mind.

The second reason for the buyers' "gambling" attitude probably is as much the fault of the radio stations themselves as it is of the buyers. For years other media have been talking definite "facts" in regard to circulation. Buyers of advertising space have been taught so long to think in terms of definite circulation figures that it is second nature to them.

Faced with the problem of sell-

ing radio in competition with media that have had at their disposal for years, reams of apparently definite facts, radio stations, without comparative definite figures, have been prone to fall back upon "success stories," most of which have had to do with tremendous quantities of fan mail that some of the programs have produced. It was only natural, therefore, that the buyer of radio came to regard mail returns as the only understandable index to radio circulation.

It has been this conception of radio circulation that has given radio stations more trouble and has turned more potentially consistent radio advertisers into the "I-tried-it-once-but-never-again" class than any other single factor.

New Advertisers Insist on a "Hook"

Almost every new advertiser on radio will insist on some sort of a mail "hook" in his program. For this reason, the air has been flooded with contests, sample offers, booklet offers and similar offers, all of them asking and pleading with the listener to write in. The result is just what might be expected—a certain class of listeners who will write in for anything and everything. But the important point to remember is that for every one of this class there are, conservatively estimated, fifty listeners who never write.

What attitude of mind, then, should the buyer of advertising assume when buying radio?

The answer is simple: The same attitude of mind he assumes when buying any other kind of advertising. To illustrate, let us examine for a moment the whole question of circulation.

What is circulation? I submit

that in the final analysis the buyer of advertising is not primarily interested in total circulation figures, but rather in that circulation which is the active number of potential customers of his particular product who will actually hear or see his advertising-selling message in any particular medium. And this figure is radically different from the total circulation figure of any medium.

Advertising is a matter of creating and implanting impressions on the minds of readers and the only thing total circulation figures can ever do is to give us an "outside limit" of the possible number of impressions an advertisement can so implant.

The radio station has an outside limit of total circulation. This limit is governed by the signal strength of the station—that area in which the station's signal is strong enough to be brought in by the average receiving set in a manner in which it can be comfortably listened to in all homes—multiplied by the percentage of sets that are tuned in at any given time of day.

How much of this circulation is circulation in which you are interested is dependent on

- (1) The number of radio stations serving that area.
- (2) The relative average popularity of those stations in that area.
- (3) The kind of program you use and the kind of programs on competitive stations.
- (4) The number of actual listeners to your program who are potential buyers of your product.

To be able to say how many out of the "outside limit" are going to be real circulation for your advertising-sales message is just as impossible as to be able to tell how many people see any given publication advertisement, and of those who see and read it, how many are prospects for the product advertised.

To determine the "outside limit" of radio circulation is not difficult. For example, in the Cleveland market-area there are an estimated

363,000 radio-equipped homes. Sufficient unbiased, independent surveys show that between the hours of seven and nine in the evening an average of approximately 50 per cent to 55 per cent of these sets are turned on (not counting the automobile radio sets, the sales of which are increasing with startling rapidity). Therefore, at almost any time between these hours we can expect a minimum of some 180,000 sets to be turned on. It may not be the same 180,000 at seven as it will be at nine.

Just how the circulation will be divided depends on several things, among which are: The relative average popularity standing of the station in its community as determined by the general average of programs, and the kind and quality of the programs competing for attention at any one time.

And let me say that the figure of 363,000 radio-equipped homes with which I started is the number for the Cleveland market-area only. Any one of the three Cleveland full-time stations has a signal strength that makes it easily heard outside this area.

Using More Than One Station in an Area

Another interesting speculation is why the advertiser can't understand why a single radio station shouldn't deliver 100 per cent of the radio-equipped homes for his program. Some day, of course, more advertisers will buy radio time the same way they do newspaper space—that is, where there are two or more radio stations in a city, they will buy time on two or more stations and they will put the same or different program on the two or more stations simultaneously.

Now just one more thing. One statement we often hear in discussing radio circulation is, "Well, even if so many sets are turned on it doesn't mean much because radio is used as a background for other activities so much of the time."

True. But we must remember that there is such a thing as "ear selection." Even though we may not be consciously straining our

ears to hear what an announcer is saying, our subconscious mind is hearing all the time.

If my wife and I are planning on refurnishing our living room and we have been thinking about it for a time, it is almost certain that our ear will select for us any announcement pertaining to furniture which might be made, although we might be engaged in some other activity, with a radio background, at the particular moment the announcement is made.

And when it comes definitely to the matter of the program itself, it most certainly is true that the kind and size of the program will vitally affect the number of listeners. But that is no particular reason why

an advertiser should hesitate to buy radio just because he can't equal Captain Henry's Showboat or the Gulf Headliners with Will Rogers. Advertisers don't stay out of newspapers or magazines because they can't use full pages or color.

In brief summary then, all that radio asks is that you be as reasonable in buying radio as you are in buying other advertising media. There are many accurate facts and figures to assist in answering the perplexing questions of radio circulation. Let's use them and not brush them lightly to one side.

Above all, don't insist on, or expect miracles from radio just because it has performed some—and you may be blessed with one.

Public to Name Product

A NEW product, described as Campana's Original Skin Invigorator, is being introduced by the Campana Corporation, Batavia, Ill. A companion product to Campana's Italian Balm, it is being offered to the public without a trade name in a merchandising campaign that includes a \$15,000 cash contest.

This contest offers two \$500 cash prizes each week for a period of twelve weeks, for the two best names submitted.

The carton has been designed with the name panel left blank so that contestants may write in the name they suggest. At the end of the twelve weekly contests the best name submitted during that period will be chosen to go on the package and \$3,000 in cash will be paid the winner.

The entire campaign is being strongly merchandised over the company's two coast-to-coast radio programs—"First Nighter" and "Grand Hotel."

Death of F. A. Brockhagen

Fred A. Brockhagen, fifty-nine, head of the Brockhagen Advertising Agency, Oakland, Calif., died at Berkeley, Calif., recently. He had been active in newspaper and advertising work over a period of thirty-five years. He started his own agency ten years ago. Before that time he was business manager of the San Francisco News and the Oakland Enquirer, now the Post-Enquirer.

Dickson with Bowers

F. H. Dickson, at one time vice-president and general sales manager of the Tide Water Oil Sales Corporation, is now with the New York office of the Thomas M. Bowers Agency, in an executive capacity. He was formerly general sales manager of the Indian Motorcycle Company and, more recently, with the Magazine Repeating Razor Company in a similar capacity.

Appoints Moser & Cotins

Condor Products, Inc., Buffalo, N. Y., Scotch garters and braces, has appointed Moser & Cotins, Inc., New York and Utica, N. Y., to direct its advertising. Magazines and business papers will be used.

Has Radio Parts Account

The H. H. Eby Manufacturing Company, Inc., Philadelphia, has appointed Jerome B. Gray & Company, of that city, as advertising counsel. The company makes radio parts and accessories.

Fabian Resigns

Victor Fabian, for fifteen years advertising manager of the Colgate-Palmolive-Peet Company, Chicago, has resigned.

Joins Dwight H. Early

H. F. Eisert, formerly with American Poultry Journal, Chicago, is now associated with Dwight H. Early, publishers' representative of that city.

38.4% GAIN

IN LOUISVILLE DEPARTMENT STORE SALES IN AUGUST

Louisville Department Store sales showed a 38.4% increase during the month of August over the same month of 1932, according to the Monthly Review of the Federal Reserve Bank for the Eighth District. This was more than 16% above the average for the cities in this district.

As indicated by these figures, the bank clearings and other indices of business, this city has been among the first in the country to show a decided trend toward recovery.

The Greater Louisville Market, Kentuckiana, is one of the richest and most responsive in the Middle West and it can be reached and sold at a single low cost by concentrating your advertising message in the only metropolitan newspapers that cover this territory—

The industrial and agricultural diversity of this market has made it one of the first in the Nation to feel the effects of the recovery programme.



The Courier-Journal.

THE LOUISVILLE TIMES.

Major Market Newspapers, Inc. -:- Audit Bureau of Circulations
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Company or Individual Names as Sales Letter Signatures

Probably 75 Per Cent of Communications to Retailers Are Signed by Executives

ROME MANUFACTURING COMPANY
ROME, N. Y.

Editor of PRINTERS' INK:

I am just wondering if you could help me answer a question which has arisen in our organization concerning our sales letters that go out with our general mailings to the trade.

We would like to know just what the general practice is in regard to signing the form letters enclosed with circulars and broadsides. For instance, should the letter bear the signature of the sales manager, or is it preferable to sign the letter simply—Rome Manufacturing Company?

T. J. LISTON,
Advertising Department.

THE problem brought up by Mr. Liston is one of those comparatively unimportant matters which may unexpectedly result in a saving of dollars or the making of more sales. At any rate, it is the type of question which always results in plenty of arguments when letter writers get together.

There is a general tendency today for letters of a sales or advertising nature to be signed by some official of a company. It is probable that at least 75 per cent, if not more, of the letters received by dealers bear some kind of signature.

The reason for this tendency is, of course, the desire of American business to emphasize the personal side of its relations with its dealers. Most manufacturers feel that a personally signed letter has more of an appeal to the average retailer and makes him feel that he is dealing with personalities and not with machines.

Parenthetically it might be stated that this personal idea can be overdone. We have seen numerous letters which attempted to be quite

personal and individual which were so badly written and so poorly executed that the net result was that the dealer was repelled rather than attracted. However, that is another problem.

There are still plenty of companies that lay down the rule that all letters "must be addressed to the company and not to individuals." This is a practice, however, which is gradually falling into desuetude and rightly so. It shows its imprint, however, in enough letters to be mentioned.

In a recent study of seventy-five letters used by manufacturers of house furnishings, hardware and automotive products, fifty-seven were revealed to bear signatures of some kind. The other eighteen were signed by the company name alone.

Out of the fifty-seven letters, twenty-four were signed by sales, merchandise and general managers, eleven by presidents, five by vice-presidents, four by members of sales and advertising departments, one by the secretary and treasurer and twelve by individuals without titles.

This is a pretty fair cross-section of signatures though the number of individuals without titles is probably a little high.

There is one caution to be observed where individuals sign letters. It is all very well for the president of a company to sign a letter, but it's just a bit silly for him to sign a communication on some minor matter. For instance, it would be quite absurd for Alfred P. Sloan, Jr., to sign a form letter going to all Chevrolet dealers announcing that the prices on part XA have been reduced 10 per cent. On the other hand it is not absurd for Mr. Sloan to sign a letter to dealers which carries an important institutional message.—
[Ed. PRINTERS' INK.]

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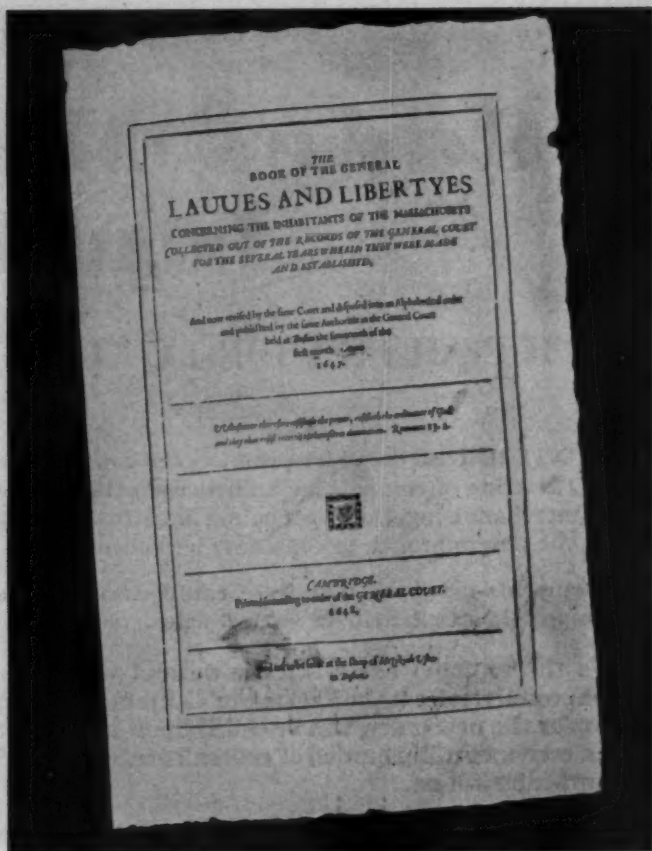
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AMERICA'S OLDEST LAW BOOK

Above is shown the title page of the first Colonial law book, printed in Cambridge, Massachusetts, nearly three centuries ago. The only known copy, together with 200,000 other volumes and 800,000 historic manuscripts, now reposes in the Huntington Library near Los Angeles.

Southern California's fame as a literary center is reflected in the book-review department of the Los Angeles Times—the only regular literary page published in Los Angeles. Specializing in local features, The Times is pre-eminent in family circulation, with advertising leadership as a natural consequence. In book and publisher lineage, The Times exceeds all other local papers combined.

LOS ANGELES TIMES

To The Executive Whose Signature requires

Codes Made for Package

THE HISTORIC BATTLE

ENTERING an era which promises the most drastic leveling of competitive influences in the history of merchandising, the finger points directly to Service as the new approach to consumer acceptance.

Along this narrowed margin of competition will be fought the new battle for volume sales.

To the national advertiser the natural outlet for improved service is the Package or Container, which, under the new order, will be called upon to support an ever-mounting burden of *convenience, utility and anti-substitution.*

Here at once is high challenge to the Package in its new-found capacity as a *continuous advertisement for the product.* Like Jack's bean-stalk, suddenly looming over-night, the Package becomes the new and powerful weapon of selling procedure.

More significant still, these revolutionary changes in

STREET RAILWAY

220 West 42nd St., N

Structure Required On Advertising Contracts

(No. 18 of a Series)

at New Job Package

TT FOR VOLUME SALES

our merchandising structure signal the advent of a new standard of measure for advertising media.

Right now there is *only one place* in the United States where the package in its actual size and full colors can be held constantly, day and night, before the eyes of *today's volume audience* . . . and that is in the Street Cars.

Furthermore, the very foundation of Car Advertising is a nation-wide network of population centers, immediately adjustable to changing merchandising needs: like a great symphony orchestra, with its closely knit sections blending in one harmonious whole; to be augmented here, diminished there, instantly responsive to your leadership.

Here at your fingertips is *the buying power of the nation*. Here you can reach *the millions who have the millions every day* at a lower cost than in any other one medium or combination of mediums.

W. S. B.

WAY ADVERTISING CO.

42nd St., New York



**SURE—
The Journal, in
Portland, Oregon,
is one of 6 news-
papers in the
entire country,
in cities of equal
size or larger,
that ring the
bell on the RULE
of THREE...**



● Space-buyers have all too few "cinches" in the day's work. In fact, taking the Rule of Three as a measuring stick, there are only 6 of them in the entire country in cities of 300,000 and over. And you'll grant, we believe, that the Rule of Three is a good measuring stick. Here it is:

1 CIRCULATION

The Journal has the largest daily circulation in the Pacific Northwest. It is the only daily in the Pacific Northwest with over 100,000 circulation.

+

1 ADVERTISING LEADERSHIP

The Journal leads in retail lineage, general lineage, total paid lineage, daily and Sunday on all.

+

1 LOWEST MILLINE RATE

The Journal has the lowest milline rate in the Pacific Northwest.

THE JOURNAL

PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York Chicago San Francisco Los Angeles H. R. Ferriss, Seattle

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Newspaper Rates Not High, Says Standard Oil Executive

Medium and Reproduction Must Be Good, He Says, and This Means That Publisher Must Make Profit

WHEN an advertiser gets up before a group of newspaper advertising men and says an extensive study of advertising costs has convinced him that in only a few exceptional cases are newspaper advertising rates high, that is the news of the meeting.

So it was with the fall gathering at Chicago last week of the Newspaper Advertising Executives Association.

The speaker was A. N. Steele, advertising manager of the Standard Oil Company (Indiana) and he was accorded the unusual honor of a standing salute from the pleasantly startled membership.

"As a matter of fact," Mr. Steele said, "we would rather have a newspaper charge us enough money to enable it to give us a good printing job on our copy than pay a lower rate and get inferior reproduction. We have found definitely that with poor reproduction results go down almost out of sight. For instance, we recently found by a consumer check-up that we had received 25 per cent attention value on a certain advertisement. When this same piece of copy was poorly reproduced in essentially the same type of market and under essentially the same conditions, the reader attention went down to almost 2 per cent."

"We look at newspaper costs from that angle and always shall."

Responsibility That Lies with Copy

As a result of consumer research work during the last year and a half, Mr. Steele asserted, the Standard Oil company has also come definitely to the conclusion that the newspaper delivers in good condition to the advertiser a market. What he does from there on "rests entirely in his lap." The responsibility, in other words, is with the copy.

One point of criticism of newspapers which Mr. Steele brought out was that too many solicitations are of the "me too" variety. Out of the 1,800 newspapers which the company has used this year, it has received only seventeen solicitations that were based on the product, that is, provided constructive information on the newspaper itself and its market.

Just to demonstrate that he wasn't fooling about all this, Mr. Steele pointed out in closing that the Standard Oil company has spent more money for advertising during the depression years than ever before.

Frank Discussion "Off the Record"

The sessions before and after Mr. Steele's luncheon talk consisted of the usual frank discussion, much of it off the record, on specific advertising problems, from obituary rates and mat shrinkage to the Tugwell bill. President Alvin R. Magee was the discussion leader.

One subject of action was merchandising co-operation, demands for which have been frequent and in some cases arbitrary during recent years. Frank E. Tripp, of the Gannett Newspapers, as chairman of a committee appointed earlier in the year to look into this problem, recommended that the association re-affirm the code on standard of merchandising practice which it adopted back in 1921.

The old code, which was endorsed at the time of its enactment by several major advertising organizations, seemed to the committee to be entirely adequate for current conditions, he said. Accordingly, it will be re-published and submitted to the present-day membership in its original form. Here is the wording of the old code:

Newspapers conducting service and

merchandising departments should assist advertisers in every legitimate manner to make their campaigns successful. The legitimate functions of a merchandising and service department are:

1. To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

2. To furnish such information for prospective advertisers and to make market investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

3. To endeavor to educate the dealer in better merchandising methods and to insist that advertised goods be furnished customers rather than "just as good" substitutes.

4. To encourage adequate merchandising methods by supplying data,

maps and route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

5. To decline requests for service that are clearly not within the province of a newspaper, such as selling goods or other canvassing, or the payment of bills for printing and postage of letters, broadsides, etc.

The prospect of inflation and its effect on national advertising contracts was discussed at some length. This resulted in the appointment of a committee to draft a standard clause for newspapers to insert in contracts for protection against inflation. George M. Burbach, St. Louis *Post-Dispatch*, was appointed chairman of this committee and with him will be associated Irwin Maier, Milwaukee *Journal* and A. L. Schuman of the Fort Worth, Tex., *Telegram*.

Major Group Elects Herron

COL. L. W. HERRON, advertising manager of the Washington, D. C. *Star*, was elected president of Major Market Newspapers, Inc., at the organization's annual meeting at Chicago last week. He succeeds George M. Burbach, advertising manager of the St. Louis *Post-Dispatch*.

William F. Schmick, Baltimore *Sun*, was named first vice-president and Herbert Ponting, Detroit *News*, is the new second vice-president. L. M. Barton was re-elected secretary-treasurer.

All directors were re-elected. In addition to the officers and Mr. Burbach, the directorate for the coming year includes: Harvey R. Young, Columbus *Dispatch*; E. E. Robertson, Kansas City *Star*; John F. Tims, Jr., New Orleans *Times-Picayune*; Frank E. Tripp, Gannett Newspapers; Carl P. Slane, Peoria, Ill., *Journal-Transcript*; John Cowles, Des Moines *Register-Tribune*; J. Russell Knowland, Oakland, Calif., *Tribune*; and Sherman Bowles, Springfield, Mass., Newspapers.

After an executive round table at which plans for promotional activities to attract advertisers to newspapers were discussed, the membership heard several speakers on various phases of advertising.

Marshall Allen, vice-president of the Charles Daniel Frey Company, emphasized the need on the part of advertisers for quantitative analyses of markets.

A plea for better position for national advertising was entered by Paul Ryan, advertising manager of the Shell Petroleum Corporation. He suggested that national copy be put ahead of department store advertising, instead of the established practice of putting the latter up front, on the theory that women will look for the retail copy anyway.

A. F. Baumgartner, president of the Thompson-Koch Company, in a discussion of the proposed Tugwell bill, warned that under it the functions of advertising censorship would be placed in the hands of bureaucrats.

Is Pittsburgh a . . .
ONE-EVENING NEWSPAPER CITY?
Absolutely NO!

A scant half dozen major markets of the United States have one evening newspaper which theoretically dominates in ABC trading area coverage. Pittsburgh is NOT one of these! You cannot reach Pittsburgh retail buyers through just one newspaper . . . *Ample evidence substantiating this statement will be sent upon request.*

And where, because of tight budgets, it becomes advisable to schedule copy in only one Pittsburgh evening newspaper we believe the Sun-Telegraph reaches a greater percentage of able-to-buy readers per advertisers dollar outlay.

• • •
The Pittsburgh Sun-Telegraph

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

In
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ably

Rubber Dollars and Dr. Warren

Speaking of Coincidences, How about President's Announcement, an Article in Last Week's P. I., and This One?

RUBBER dollars, so-called, have been very much on the mind of Dr. G. F. Warren, of the Cornell University faculty, for a long time. Farmers seem to know more about them than do the bankers, if we may judge from this week's newspapers. Perhaps it was just a coincidence that led PRINTERS' INK of last week to carry Dr. Warren's article which bore the head, "Is the Rubber Dollar Coming?" In view of President Roosevelt's announcement about expansion, certainly it was a stroke of genius that timed the article, "Rubber Dollars" in the November issue of *The Country Home*, issued this week. It is from this article that the following passages are excerpted, with the permission of Editor Cathcart.

By Wheeler McMillan

WHEN he was governor of New York, one of the men Mr. Roosevelt frequently consulted was Dr. George F. Warren of Cornell. Nowadays farmers the nation over have heard of Dr. Warren because it is through his efforts, primarily, that the American Farm Bureau Federation, the Dairymen's League, and other farm organizations have been persuaded to fight for a change in the dollar. One Sunday, shortly before the President set out on the cruise during which he sent that message to London, a chartered airplane hastily left Ithaca, New York, the seat of Cornell. The passenger was Dr. Warren, out for his first airplane ride. The ship sped southward, landed at the Washington airport. A side door of the White House opened for Dr. Warren. He left later by the same door. No newspaper was ever told of his visit. But those who did know about it, who knew of the President's confidence in Dr. Warren, and who knew how vigorously the professor has been urging a new kind of dollar, were not surprised by the President's message to London.

* * *

In 1930, he called the turn. "When the public finds that tariffs, export bounties, credit, and so forth will not cure the depression, probably it will turn to money, as it

did in 1896. There is then danger that the movement will be to a currency less stable than gold. What is needed is a currency more stable than gold."

The accuracy of these repeated forecasts, as borne out by events, naturally brewed much interest in the prophet's prescription for the nation's economic ailments. Whether the prescription is right or wrong, whether the outcome of his prophecies was due to wisdom or luck, only time will tell; but there is no question about the terrific earnestness that characterizes the man himself.

Events have had an uncanny way of playing into his hand. The United States departed from the gold standard April 19. The legal price of gold here remained unchanged at \$20.67 an ounce. But in England gold has a free market and is now worth around \$30 an ounce there. Our prices for basic, world-market commodities have risen in very close accord with the price of gold in England.

After eliminating from his consideration other factors that have been supposed to cause the major changes in the general price level, Dr. Warren makes two outstanding points. First, that there is a deficiency of gold in the world in relation to the demand for it; second, that the scarcity is the fore-

In Printers' Ink, May 7, 1931

22,230,706

if you developed a new product

if you merchandised it in a new way
never tried before

if you did not announce it—advertise
it—promote it by one dollar's outlay

and you sold over 1,000,000 in a few
days

in seventeen months had sold
22,230,706 to shopping women

each one a wholly voluntary sale

you would say there was something
fundamentally right about that
product, wouldn't you

and something *essentially sound* about
the method of distribution, wouldn't
you?

that's the case with Tower Magazines,
which brought scientific distribution
into the magazine publishing business!

TOWER

If to date you had sold **60,001,308**

magazines to shopping women in the most difficult years in American business history

every sale a voluntary choice
every sale for cash

wouldn't you say that the editorial content had been proved right and read . . . that Tower Magazines must be reaching a steady buying power

if each year, advertising linage had made consistent gains, increasing from 84,545 lines in 1930 to 148,971 in 1933, a gain of 76%

wouldn't you say that advertisers had recognized the powerful service of these magazines

that in 1934 you, too, ought to be reaching this new younger housewife readership with an average age of 25, average income \$2519, and 100% located in the 1268 tested markets where 75% of all retail buying is done today?



MAGAZINES, Inc.

FIFTY-FIVE FIFTH AVENUE, NEW YORK, N. Y.

most cause of depression. (He predicts that if we adhere to our old ideas low prices will prevail for another ten years.)

So, he asks, why not simply change the price of gold? Why not raise it from \$20.67 an ounce to a higher level? Then, he says, prices will rise in proportion. The Committee for the Nation urges a 75 per cent increase to \$36.17 an ounce, which Dr. Warren has said "would bring quick recovery, quickly put men back to work, and quickly balance national budgets."

* * *

This would be accomplished by the simple device of reducing the number of grains of gold in a dollar from 23.22, the present legal weight, to 13.27 grains. Under a new law passed last spring the President has authority to do this. The figure is selected in the belief that it would restore the 1926 price level, which is said to correspond with the level at which the great part of existent debts were contracted.

After the dollar is revaluated, its advocates point out that another step must be taken before there is real stability. This is to establish what Dr. Warren calls the "compensated dollar." If the wholesale price index of the 784 commodities, as published by the Bureau of Labor, were used to determine the dollar's value, the gold content would be raised or lowered from time to time as the general level of prices for everyday commodities rose or fell, with a limit on fluctuation of 1 per cent per month.

* * *

"Thus," says Dr. Warren, "if prices fell 1 per cent, the dollar would exchange for 1 per cent less gold. The gold would be kept in bars in the Treasury and banks."

♦ ♦ ♦

Hardin with Esty Agency

Adlai S. Hardin has joined William Esty and Company, New York advertising agency, as an account executive. Mr. Hardin was formerly vice-president and manager of Soule, Feely & Richmond, advertising agency.

Changes Name

The Cleveland Sho-Card Company, Cleveland has changed its name to Display Craft, Inc.

This would keep the dollar stable in buying power for the average of all commodities."

That is to say, prices of individual items, such as wheat or cotton or potatoes or frying pans, would still fluctuate in relation to supply and demand. But the general level of prices would remain stable. The destructive rises and falls in the values of everything at once would not be expected.

Also, by anchoring the dollar to gold bullion in the Treasury, the sort of wild paper inflation that was experienced ten years ago by Germany and Russia would not be possible. The bullion, it has been suggested, might be a mixture of gold and silver in fixed proportions, thus giving our money a broader metal basis.

For a hundred years the dollar has been fixed in weight but had a widely varying purchasing power.

"The dollar," says Dr. Warren, "has to be rubber either as to weight or value. It cannot have a fixed weight and also a fixed value. This proposal would give it a fixed value and a rubber weight."

"A scientific money is one with a constant buying power for commodities, rather than a fixed weight of one commodity. Our whole tax and debt structure rests on commodity prices. If this structure is to be kept sound either for the creditor or the debtor, it is commodity prices that need to be kept stable, not the weight of gold for which a dollar will exchange."

Is Dr. Warren a Galileo, who has discovered that gold should revolve around business, instead of business around gold? Unless the present apparent intent of the Administration is changed, we shall have a chance to know before many months have passed.

Elects Mattman

G. F. Mattman, president of the Cincinnati Advertising Products Company, has been elected chairman of the board of the National Pumps Corporation, Dayton.

Appoints Touzalin

The Nestor Johnson Manufacturing Company, Chicago, ice skates, has placed its advertising account with the Charles H. Touzalin Agency, of that city.

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Label Is Part of the Container



THE label on the package of a product like silver polish ordinarily has a very hard life ahead of it. But it is, of course, highly desirable that the container retain an identification of some kind even after frequent and hard use. The C. M. Kimball Company, of Everett, Mass., has solved this problem and, at the same time,

modernized its Red Cap Silver Cleaner package.

The label has been eliminated entirely from the container. Instead, lettering has been fused into the glass. This serves as the identification and also as a decorative feature. One advantage is the elimination of the labeling process. The lettering is permanent.

Liquor on the Air

SO far as can be ascertained as this issue goes to press, the first radio advertising of liquor is now under way at St. Louis. Brennan, Francis, Shaw and Roos, of that city, have contracted for a series of one-minute announcements which urge ordering of liquors now to be delivered after repeal.

A refund of the price of order

plus 6 per cent is offered in the event that repeal does not come.

This same advertiser is preparing plans for more elaborate broadcasts nightly, starting the day that repeal becomes effective. A big Saturday night show is part of the plan. The public will be invited to witness these studio performances.

Heads Igleheart

Edgar A. Igleheart has been elected president of Igleheart Brothers, Inc., Evansville, Ind., division of General Foods. Mr. Igleheart, formerly vice-president and general manager, succeeds the late John L. Igleheart.

Reese Adds to Staff

McBride Panton, previously with Ruthrauff & Ryan, Inc., has joined the copy staff of Thomas H. Reese & Co., Inc., New York advertising agency. Frances K. Carter has also joined the Reese agency.

LARGEST
CIRCULATION
OF ANY
MICHIGAN
NEWSPAPER



First in SUNDAY CIRCULATION

The average net paid circulation of The Detroit Sunday Times for the 12 months ending September 30, 1933, was 287,108.

This was 11,243 greater than the average for the same period of the second Sunday newspaper.

And—92,846 greater than the average for the third Sunday newspaper.

For the month of September the net paid average circulation of The Detroit Sunday Times was 299,077.

The Detroit Sunday Times *LEADS* All Detroit Sunday Newspapers in Retail and Total Display Advertising.

THE DETROIT SUNDAY TIMES

Advertising to Business Under the New Deal

An Outline of the Opportunity Afforded by the Business Press

By Douglas Taylor

Vice-President, PRINTERS' INK

[Manufacturers and business-paper publishers alike have been hesitant about the possibilities of certain types of advertising to succeed under code supervision. Even now the view ahead shows up some fog—but it is clearing. Readers of PRINTERS' INK—especially those who are likely advertisers in trade and technical publications, will find Mr. Taylor's analysis of the situation, delivered last week before the convention of the Associated Business Papers in Chicago, distinctly helpful. Here it is in part.]

IT is to be hoped that in *this* recovery we will emerge with some basically constructive results.

One result the Government is aiming at very definitely. That point is—to make more and better consumers. Give more of our people more money to buy things with and more opportunity to use them.

One other purpose which seems fairly well established is that of having business make a decent profit, simply because without that profit Government has come to realize its own tremendous loss in taxes. With the reward of profit returned, ambition and effort on the part of business is bound to increase. Any advertising that can justify itself economically can hardly escape being put to greater use.

Now let us view the situation specifically in the light of three kinds of advertising: Advertising of turnover or quick consumption goods to the consumer; advertising of capital or durable goods to the users or consumers of such goods and advertising of these goods to the merchants or distributors handling them, or those who specify and recommend.

The first class of advertising we can pass over rather hurriedly.

But it has a bearing on capital goods markets and advertising. If we succeed in making more and better consumers, there will be more advertising used by manufacturers of those goods because there will be more people on whom it may work effectively.

Furthermore, the manufacturer who uses advertising to increase his market, to increase use of his product, will be protected from chiseling competitors.

On the second classification—capital goods advertising—many people feel the individual industrial codes have serious bearing. One great fear seems to have been dissipated—that of the allotment plan. But we are going to have price control in many industries, at least in temporary form. We already see many examples of efforts to control minimum prices. It is about the only point of attack Government can make in insisting that manufacturers make a profit. But at the first sign of manufacturers running wild we are just as likely to see the Government striving to control maximum prices.

High-Cost Production Penalized

Thus penalty is placed on high-cost production—that is, high cost production resulting from inefficient management and equipment. If these codes get going, a greater necessity for modernizing production equipment than ever before encountered is likely, because the only available way of cutting labor costs is by increasing labor efficiency.

So far as I have been able to find, only one code has been passed that in any way limits the installation of new machinery or equipment—the cotton textile code. But that code simply seeks to limit

over-production in the industry—an over-supply which would be ruinous to prices.

A textile plant official admitted to me a few months ago that their equipment was ridiculously old-fashioned. But with prices going the way they have been for the last several years, there was real doubt in the minds of the ownership as to how long they would want to continue the business. There was the real reason for having made no investment in capital equipment during the last several years.

Must Contribute to Profit, Not Demoralization

The cotton textile Code specifically provides for installation of productive equipment to replace or improve present equipment. There are many opinions worthy of respect which claim the cotton textile code deliberately encourages the investment in capital goods so long as it contributes to profit and not to the demoralization of prices.

Durable goods industries dropped about 67 per cent as compared with 1929. Of course there was some excess investment in durable goods in 1928-1929—in the latter year production ran forty billion dollars, compared with only thirty billion dollars of consumer goods—an unnatural balance. But there has been too much money spent on repairs and not enough on replacement. Between 1911 and 1932 the average age of locomotives increased from eleven to twenty-one years. Today 83 per cent of the locomotives are over ten years old, and 55 per cent more than twenty.

During recent years some railroads have spent seven times as much money in repairing their locomotives as the amount set aside in their budgets for depreciation.

In 1932 residence building volume was one-tenth of that of 1928; and commercial building volume one-eighth. Figures for 1933 are probably as bad, if not worse.

One point of important bearing upon capital goods advertising, entirely aside from the Recovery Act and Codes, is the recent legislation on financial advertising. In the five

years ending 1930 the flow of capital into private industry amounted to five billion dollars. In 1929 it reached eight billion. In 1932 it dropped to 325 million; and in 1933 it is estimated at 250 million, or one-twentieth of the average. By the end of 1933 the deficiency of capital available for private industry since 1930 will exceed eight billion dollars. In the meantime our Government debt has increased just about the same amount. There has been little reason for business to want to invest in capital goods. But if there were reason, how could it?

In previous recovery periods, the normal way out was for the manufacturer to borrow money from his bank when he found reason for investing in capital goods—later converting this into longer-term public financing. But today the manufacturer is unwilling to commit himself to the obligations that go with long-term public financing. And the banker, not seeing that source of replacement, is hesitant, if not unwilling, to make the usual bank loan.

There Are Three Possibilities

One of three things will have to be done:

The financial advertising act will have to be so changed or interpreted that it will only penalize the dishonest financial operator, instead of actually only penalizing the honest financial advertiser. Or financial advertisers will have to find some other means of reaching their investing public that is as cheap and effective as advertising. Or the cost of financing will have to be increased—the actual value of the security reduced in relation to its cost to the investor to a point where the honest distributor of securities will be as well able to get along without advertising and use other methods, as does the dishonest financial operator.

Now as to advertising to merchants or dealers. Here again we find the effect of the Government encouraging—if not insisting upon—profit in business, by protecting prices both wholesale and retail,

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and by discouraging such back-door methods as multiple price lists, free deals, extra discounts or premiums to the dealer, various allowances and loss leaders—all of which are simply another form of price-cutting. Business papers reaching the retail trade will find new opportunities in their editorial columns for showing merchants how to do business on some basis other than that of cutting prices under their fellow merchants. So will manufacturers find new opportunities for similar uses of the advertising pages as applied to the merchandising of their particular product.

Manufacturers had little reason for trade advertising when they sold on a price basis. But now, if our New Deal and our codes mean anything, talking points of quality and service are going to be something worth putting into dealer copy. When the dealer can no longer rely entirely on price, he must necessarily learn something to say about the merchandise he has for sale. Talking points as to salability and quick turnover are

going to be worth putting into trade copy. Millions of dollars spent in consumer advertising for general consumer products are going to mean more to the intelligent dealer than ever before. Therefore it is going to be more worth while to interpret this consumer advertising to that retailer in the pages of his trade paper.

New problems of servicing new products may easily result in complete business-paper campaigns aimed entirely at building up the proper attitude on the part of dealers toward the merchandise after it is sold, and how to make that servicing an important part of their business.

With attention focused on profit, rather than volume, manufacturers are going to be more interested in the dealers that trade papers have got, and less worried about those they have not got as readers. It is the wide-awake, progressive merchant whom we find reading his business press. He is the kind of merchant that the manufacturer is going to want to do business with under the new set-up.



Business Editors Elect

Arthur D. Anderson, editor of the *Boot and Shoe Recorder*, was elected president of the National Conference of Business Paper Editors at its annual meeting at Chicago last week.

Other officers are: Vice-president, R. V. Sawhill, *Domestic Engineering*; treasurer, T. S. Holden, *F. W. Dodge Corporation*; secretary, H. J. Payne.

Directors elected are: E. L. Shaner, *Steel*, the retiring president; G. D. Crain, Jr., *Advertising Age*; Walter S. Lacher, *Railway Age*; George H. Priest, Jr., *American Paint Journal*; Sidney D. Kirkpatrick, *Chemical and Metallurgical Engineering*; J. L. Frazier, *Inland Printer*; J. N. Wheeler, *Starchroom Laundry Journal*; Adolph Bragman, *Metal Industries*.

Appoints California Manager

The Federated Sales Service, Boston, has appointed George H. Gates as division manager for the State of California, with headquarters at 880-25th Avenue, San Francisco.

New A.N.A. Member

The Bigelow-Sanford Carpet Company, Inc., New York, has been elected to membership in the Association of National Advertisers, Inc., with James H. Winter as its representative.

Wins Chemical Award

The first award for chemical engineering achievement to be given to a company rather than to an individual has been awarded to the Carbide & Carbon Chemicals Corporation, New York. Sponsored by *Chemical & Metallurgical Engineering*, it is the purpose of this award to give public recognition to the company in the chemical industries which, through effective use of chemical engineering in any phase of its activity, has contributed the most meritorious advances to the industry and profession since 1930, or during the last three years of the depression.

Form James & Shebel

Eric A. James, former advertising manager of Frederick Herschner, Inc., and Alfred E. Shebel, former copy chief of the Chicago office of the L. W. Ramsey Company, have started an advertising service under the name of James & Shebel at 612 North Michigan Avenue, Chicago. Richard Kane, formerly with Sears, Roebuck, is in charge of art and production.

Represents Ohio Paper

George W. Hopewell has been appointed Eastern representative at New York by the Columbus, Ohio, *Sunday Star*.

From Whom You Buy

is just as important as To

DEPENDABILITY — both in quality of merchandise and Public service — today, is the paramount prerequisite between large and buyer and seller, and between seller and buyer. experience

Sell to those who are in distress and your chances for company receiving payment are slim indeed. Should you buy from super those who are hard pressed, both goods and service you service th receive may not measure up to your expectations. Seldom Business have those two axioms proved more significant than today ble to in particularly as they apply to the paper industry. well.

The sound growth of the New York and Pennsylvania limited Company, established in 1890, has developed because of and trad sane and straightforward business policies and because rgans. of quality merchandise. Never has this company enjoyed me dep a stronger position than in the year 1933. present c

New York and Pen

Buy To Whom You Sell

Publishers of general and trade periodicals of both large and small circulation have learned through satisfied experience to depend on the New York and Pennsylvania Company for machine-finished and super-calendered paper of superior grade — and with the paper, deliveries and service that are as dependable as the paper itself.

Business conditions notwithstanding, we have been able to improve the quality of our paper and our service as well. Consequently, we are now in a position to accept a limited number of contracts from publishers of general and trade magazines of moderate circulation, or house organs. To such publications we offer assurance of the same dependable servicing of their requirements as our present customers are now receiving.

and Pennsylvania Company, Inc.

General Offices: 230 Park Avenue, New York



Name Poster Award Winners

A POSTER in the "schoolgirl complexion" series of the Colgate-Palmolive-Peet Company for Palmolive soap won first prize in the fourth annual Exhibit of Outdoor Advertising Art, which opened at Chicago last week. The artist was Andrew Loomis and the agency Lord & Thomas.

Second prize went to the General Motors Corporation for a poster by Frederic Stanley featuring Buick's wire-haired terrier. A modernistic design for Gaytees won third award for the United States Rubber Company, and H. Ledyard Towle., The Campbell-Ewald Co. was the agency for both of these.

Eleven designs were cited for honorable mention: American Tobacco Co., John LaGatta, artist, Lord & Thomas, agency; Atlantic Refining Co., Robert Foster and Outdoor Service, Inc.; United States Rubber Co., James Kelly and Campbell-Ewald; Pontiac, Frederic Stanley and Campbell-Ewald; Ethyl Gasoline Corporation, Frederic Stanley and Batten, Barton, Durstine & Osborn, Inc.; Coca-Cola Co., Haddon Sundblom and

D'Arcy Advertising Company.

Shell Petroleum Corporation, Walter Otto and Outdoor Advertising Agency of America; Oldsmobile, Percy Crosby and Campbell-Ewald; California Fruit Growers Exchange, Charles Everett Johnson and Lord & Thomas; W. K. Kellogg Co., Andrew Loomis and N. W. Ayer & Co., Inc.

In the 'three-sheet classification, first prize was awarded to the Gold Seal Laundry. Helen Smith was the artist and Criterion Advertising Co. the agency. Honorable mention in this group went to the H. J. Heinz Co., C. E. Heinzerling and Maxon, Inc.

The exhibit, which consists of 100 original poster paintings selected from a total entry list of 328, will be on display at the Marshall Field & Company galleries until November 1.

The jury of awards consisted of Lee Bristol, W. C. D'Arcy, Rufus C. Dawes, Henry T. Ewald, Gilbert T. Hodges, Turner Jones, Mrs. Jacob M. Baur, Col. Frank Knox, Andrew Loomis, Trowbridge Marston and Walter Whitehead.

Heads H & J Shapiro Sales

Bernard H. Rosenstein has been appointed manager in charge of sales of the H & J Shapiro Company, Inc., New York, paper merchants. For the last four years he has been with the Blake Butler Paper Company, Inc., and previously he was with the Beekman Paper & Card Company.

Bradley & Hubbard Appoints

The Bradley & Hubbard Manufacturing Company, Meriden, Conn., floor and wall lamps, chandeliers, bronze and iron grille work, etc., has appointed Smith-Patterson-Allen, Inc., Hartford, Conn., agency, to direct its advertising account. Business papers and direct mail will be used.

INTERNATIONAL MAGAZINE
COMPANY, INC.

*announces the following
appointments*

WARREN C. AGRY

Business Manager

Good Housekeeping Magazine

E. W. TIMMERMAN

Advertising Manager

DONALD D. SPERRY

Western Advertising Manager

Ask the Salesmen, They Know

A Timely Suggestion for Making the Most of Their Knowledge of What Customers Want and Need

By W. Hunter Snead

Sales Promotion Manager, Edwin L. Wiegand Co.

ARE you taking fullest advantage of the valuable help your salesmen can give you about better methods of selling your products, about new slants on getting more business, about some weak spot in product design that might tend to decrease sales?

Taking the sales department into conference and into confidence seems to be one of the best things that many companies are *not* doing. Particularly is this true among those companies which largely depend on factory agents and manufacturers' representatives to do their selling job. Concerns that are consulting with their salesmen on matters of selling and merchandising are finding it entirely profitable and worth while. It's a short-cut to the elimination of a lot of mistakes that cost plenty to correct after the final dies or designs or plans are made and in use. It is such an *obvious* method of procedure! The salesmen, daily in contact with customers and knowing their wants, their dislikes, may be of inestimable assistance in assuring the success of the product.

It is easy to understand why a small manufacturer, a one-man concern, is doing a big business with his recently marketed product. This man formerly sold for another company. He was a good salesman. He made a pretty good living selling on commission, but he wanted to quit traveling and settle down.

One day he hit upon an idea—one of those things you wonder why someone else hasn't thought about long before. Other products were already on the market that were serving the purpose, but his invention quickly made them obsolete. This invention was an item needed in the electrical field but this inventor-salesman didn't know all the ins-and-outs of the electrical field. How was he to get opinions,

get authoritative help, get final decisions?

You've guessed it—he went back to traveling, but this time to get first-hand information about his product, how it could be improved, what changes should be made.

He spent the better part of a year traveling, submitting his samples and models, asking people to give it an impartial test. Those twelve months of pre-testing, of having customers-to-be give his product the acid-test of practical use and operation proved invaluable. This man's product went into production with all the kinks worked out, with all the weak spots strengthened—better than could have been done upon the drafting board. Dies, tools, special machines—all the equipment needed to produce this much-needed product were made and built to specifications that would not have to be changed a few months after the first shipments had gone out—in case reports started coming back from the salesmen that this should be altered and that changed.

This manufacturer, formerly a salesman, knew the one sure way to build a product that would sell and stay sold.

Showing Salesmen Sales Material in Advance

There would be much less need for "errata slips" and "correction notices" if catalogs, bulletins, sales manuals, sales campaigns and other materials were submitted in advance proof form to the sales force before they are sent to press. Figure it anyway you will, it is cheaper in the long run to get the okay from your sales crew in some way or other before producing the final job—unless you are most certain that every item and detail is absolutely right, and that nothing has been overlooked that would increase

Is our face **RED**?



WHEN King Frederick Wilhelm I of Prussia was a youngster, he used to paint his cheeks red. Not that he was effeminate—far from it. He did it, in fact, to make himself look more like a he-man. The soldiers, he noticed, always looked ruddy. He figured that a few dashes of red paint would make him look more like a soldier—more rugged, and healthy and strong.

It's a technique that wasn't new with Frederick, and didn't end with him. Some people have always resorted to tricks, when the unadorned facts were weak. But The Country Home doesn't have to do that. We say, with Al Smith, "Let's look at the record."

The record is in the files of manufacturers who have advertised in The Country Home. It is a record of pulling power that doesn't need any red paint on its face. Its robust health and strength have been built up solely on the basis of advertising results.

Shrewd advertisers know the value of results. Take the case of one manufacturer*: for two years running The Country Home brought in the largest number of replies—and at the lowest cost per reply. This is only one of the many examples we can furnish. Pulling power of this sort speaks for itself.

THE COUNTRY HOME GETS RESULTS



* NAME ON REQUEST



THE Country Home

THE CROWELL PUBLISHING COMPANY, NEW YORK

effectiveness and ability to bring in the orders.

Someone will say, "But the sales manager or the advertising manager should have all these data before putting the catalog together." Sure he should. But in many instances the factory boys do not have all the dope. And usually there is a rush to get something out to the "boys on the firing lines," with the result that the material is fired out only to have to be corrected or done over because something of vital importance to closing the sale has been omitted.

Applies to All Types of Businesses

This simple fundamental of letting the salesmen know what you are planning to do next may be applied with profit to almost any phase of business. It saves a lot of needless moves, expenditures that range all the way from making up tools and dies down in the machine shop to side-tracking needless and costly printing jobs.

Only the other day I ran across a shining example of what calamities can be averted by talking it over with district representatives. And talking it over means that much of this conferring with field men can be done by letter where miles make it impossible to hold personal discussion groups.

It was a matter of discounts. It seemed logical to extend a better discount to a certain group through whom this product was being sold. The increased discount fitted into this new plan for larger orders without a hitch or flaw. So it seemed on paper in the sales manager's office.

"Let's go ahead with it," said the home office fellows. "Let's write to the men out in the territories first," suggested a wiser member of the group.

I checked up two weeks later, and asked how the new discount set-up was working, and how many new accounts and new orders it was getting. "Oh, we didn't go through with that plan. It would work only in two territories. It was a good thing we wrote to our district men. They came right back with a lot

of dope we didn't have. Conditions in their particular territories are different from back here at the home office. Funny we didn't think of writing to them before. The boss has made it a rule to write the salesmen oftener about things like that."

Every company can profit by what salesmen find out in their daily rounds—calling on buyers, non-buyers. Particularly can the smaller concern steal a march on competitors by doing a more intensive job of detective work and by finding out before going into production the details of market needs that are finally reflected in product design.

In another electrical market, a change stimulated by the depression and the need for a new product to add to income brought out the inestimable value of going into a huddle with factory representatives. The management wanted to find out about the various makes and models of a household appliance so that when this replacement part was actually put on the market, it would fit and work and prove itself the universal replacement part that the advertising claimed for it.

For the factory to try to get this information more or less single-handed would have been next to impossible. The time element involved would have been fatal to the success of the launching of this product. To have checked up only in one section of the country would have limited the distribution and use of the product. There was nothing uniform about the appliance in which the replacement was to be used, therefore much checking and measuring was required. This had to be accurate.

Blueprints to the Salesmen

It looked like an endless task to the sales manager until he hurriedly had the engineering department make up blueprints showing a typical appliance, and left blank spaces for the salesmen to fill in the various sizes and dimensions each secured by his personal check up with present appliance users.

As can be imagined, it was not long before the all-important information started coming in. It was quickly compiled and analyzed. Here was the beginning of final designs with no hazard that all preliminary work would turn out to have been done in vain.

The importance of field check-up and the help that salesmen can give and are willing to give seems so obvious that companies should scarcely have to be reminded of it. I find in my travels more heads of

businesses and sales managers and advertising men getting either grayer or balder trying to figure things out—when they could find most of the answers to perplexing problems by getting opinions, suggestions, criticisms, and all the rest that goes to make up data upon which to base decisions of design or steps to take in selling by asking for it, and getting it from the men in the field or, to go a step farther, from certain of their customers who would give the data if asked.



Defends Idea of Customer Check on Salesmen

B. WASSERMAN COMPANY

Cigars

NEW YORK

Editor of PRINTERS' INK:

As long as R. M. Dowling* has taken up the cudgel in defense of the salesmen mentioned in Mr. Crabb's article in *PRINTERS' INK* of September 7 ["Appraising Salesmen," Chas. G. Crabb, vice-president, General Hardware Corp., Milwaukee], I feel that someone else should express an opinion.

Whether or not any company sends out a questionnaire to its customers, we know that subconsciously every customer appraises the salesmen with the very questions that this particular company asked of its customers.

Let's look at this story from another angle. An employee working in an office, or a shop worker, is responsible to some immediate executive and is required to produce a certain amount of work. This is done under supervision and in many cases definite records have to be turned in as to the amount and kind of work produced.

For some reason or other, as soon as a man gets on the outside in a selling position, he seems to feel that he becomes an entity unto himself and we must have all the

confidence in the world that he is doing his work conscientiously. Then when sales records as to work accomplished are turned in, the organization or the sales manager is supposed to sit back and either feel sorry for the salesman, for the house or the merchandise or else fire the salesman. That's not always the cure.

It stands to reason that if better than 60 per cent of the salesman's customers answer that questionnaire and bring out some glaring fault of that salesman, it is the inherent right of that company or the sales manager to bring this to the attention of the salesman and show him how he can not only improve himself but also bring profit to himself and the organization with which he is associated.

From my personal experience in sales management, I believe that if more of us adopted that type of questionnaire and found out just what our customers do think of our salesmen, we would either improve the type of selling that is done or else get rid of a lot of the barnacles that have in some cases been known to destroy the whole ship.

I for one think so well of Mr. Crabb's article that I am going to use it as a demonstration at our next salesmen's meeting.

THEO. SEIDEMAN,
Sales Manager.

*("No Appraisal for These Salesmen," October 12, 1933.)

You can afford to bid high.. u

VAST changes are taking place in the arena of business. Under the new deal, more cards have been added to the deck, their values have been changed, and new methods of scoring have been adopted. *But the points can still be scored.* The sales quotas of yesterday are still possible of attainment today. If the cards are not being played as rapidly as they used to be, it is because business men are studying their hands more closely.

Under the new order the barriers of sales resistance are no longer confined to purchasing departments; and it takes ~~more~~ more than perfunctory salesmen's calls to surmount them. For today it is the officials, and in many cases the directors, who are chiefly concerned with purchases involving major outlays. It is this group on whom the seller must concentrate his advertising effort.

Recognizing this, we have made, during the past few months, an exhaustive survey of our entire national circulation. We have found out definitely what lines of business Wall Street Journal readers are engaged in—and what positions they hold. We are prepared to substantiate, with bonafide evidence, the assertion



... with a hand
like THIS

that The Wall Street Journal has no peer among publications as a medium for reaching top executives vested with wide buying authority.

Our survey forever lays to rest one popular misconception—that The Wall Street Journal is a professional paper read only by the market-minded. *More officials engaged in industrial enterprises read The Wall Street Journal than bankers; more owners and partners of general commercial institutions than members of the New York Stock Exchange.* And yet The Wall Street Journal provides too, a thorough coverage of the nation's most important financial elements.

The detailed story is being currently presented to national advertisers and agencies in a series entitled "Pacemakers". It will give you a new conception of who the pacemakers of American industry are—and how you can gain daily access to their private offices.

If you are not receiving the series, we shall be delighted to include your name on our mailing list.

THE WALL STREET JOURNAL

44 Broad Street, New York City

Inland Publishers Arouse to Press Freedom Menace

Potential Danger to Publishing Seen in NRA Code Negotiations

THE freedom of the press is gravely jeopardized in the negotiations relating to the newspapers' NRA code, in the opinion of the publishers of eighteen Middle Western States who comprise the Inland Daily Press Association. Mightily perturbed over the conceived menace, the association devoted its two-day meeting at Chicago last week almost exclusively to that subject.

The particular current source of apprehension is the insistence to date of the Recovery Administration upon striking out sections 11 and 14 from the proposed newspaper code. The former section specifically reserves to the applicant newspapers their rights to the freedom of the press as guaranteed by the Constitution.

The latter provides that publishers may bargain with employees without the interference of a third party; without this clause indirect censorship of the press by labor organizations is held to be threatened. Moreover, the right granted to the Government under the Recovery Act to license all forms of business was regarded as a potential abridgement of press freedom.

Various angles of the subject were covered by Col. R. R. McCormick, publisher of the *Chicago Tribune*; E. H. Harris, publisher of the *Richmond, Inc., Palladium-Item*; Phil S. Hanna, editor of the *Chicago Journal of Commerce*; and Harvey J. Kelly, chairman of the A.N.P.A. special committee on industrial problems. The same question received major attention in an executive session at which President C. R. Butler reported on the code hearings.

The sentiment of the association in this matter was voiced in a unanimously adopted resolution which stated that the freedom of the press is not only the concern of the press itself, but of the people's liberties. Viewing "with pro-

found apprehension any policy or method designed to abridge in any wise the constitutional guarantees of a free press, or which—even if not as designed—might so operate in practice," the publishers went on record as favoring vigorous action to maintain the freedom of the press uncurtailed.

The resolution also declared the insistence of the newspaper code committee upon sections 11 and 14 in the draft of the proposed code to be absolutely vital to the nation at this time.

The issue was first brought into the limelight at the opening session by Mr. Harris, who stated it to be the responsibility of publishers not to sign a code that does not specifically provide for the maintenance of the freedom of the press. He warned especially against the establishment of a censorship made possible by unionization of all employees, a condition he believes will result unless section 14 is included in the code. While there is no objection to the existence of honest labor organizations, he added, the way would be left open for domination of the press by labor racketeers.

At the luncheon meeting on the same day Mr. Hanna went so far as to assert that, "I fully expect Government ownership of newspapers to be an issue in the 1940 presidential campaign if the New Deal goes on unhindered."

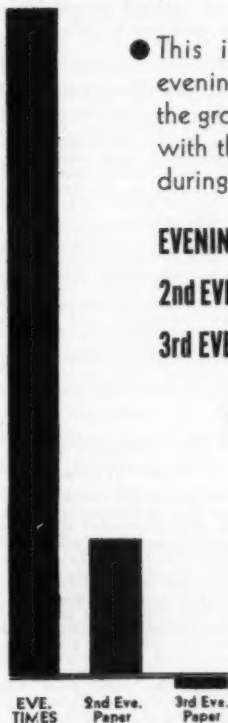
The Press a Check on Bad Government

The press, Mr. Hanna emphasized, is the first-line defense against and check upon bad government. "Whether the editors of America agree on the economics involved in the NRA is secondary," he added.

Col. McCormick, who incidentally is the author of the much-mooted section 11 of the proposed code, reviewed the development in

● WASHINGTON'S FASTEST GROWING EVENING NEWSPAPER

**Circulation Gain
or Loss During
Past Seven Years**



- This is how Washington's three evening newspapers have followed the growth of the Washington Market with their total net paid circulations during the past seven years:

EVENING TIMES..53,668..or 101% GAIN

2nd EVE. PAPER..19,791..or 21% GAIN

3rd EVE. PAPER.. 1,298..or 2% LOSS

- The Washington Times has more than doubled its market coverage—and now it is impossible to do an adequate selling job in Washington without using the Times great circulation of

106,953 FAMILIES

WASHINGTON TIMES
THE NATIONAL DAILY

Represented Nationally by The Rodney E. Boone Organization

recent years of a rising tide of political attacks upon the freedom of the press. This condition, he said, justifies publishers in scrutinizing minutely any further attempted enactments in that direction, including especially at the present time the NRA codes.

"It is my clear and deliberate conviction," he said, "that no men have ever had a greater duty imposed upon them than that imposed upon newspaper men today to protect their freedom of utterance, not only in their own interest, but in the interest of all people and for all time."



General Foods Appointments

James F. Brownlee has been elected president of the Frosted Foods Company, Inc. He continues as vice-president of General Foods Corporation and president of General Foods Sales Company, Inc.

William H. Raye, former president of Frosted Foods, becomes chairman of the board of that company. He continues as head of General Seafoods Corporation and Bluepoints Company, Inc.

Allen O. McGinnis has been made sales manager for Maxwell House coffee. A. E. Stevens succeeds him as assistant to Mr. Brownlee.

Frank Smith, formerly assistant to Verne E. Burnett, vice-president in charge of public relations, has been transferred to take charge of Grape-Nuts sales and advertising. Bruce A. Miller, recently with Batten, Barton, Durstine & Osborn, has been appointed assistant to Mr. Burnett.

Robert H. Bennett has been placed in charge of sales and advertising for prepared biscuit flour. He is in charge of advertising for packaged salt products and also acts as business manager for the Cooking School of the Air.

Made Western Manager, Guenther-Bradford

J. C. Conway has been appointed Western manager at Los Angeles, of Guenther-Bradford & Company, advertising agency. Previous to joining the Los Angeles office a year ago, he was advertising and sales manager of the Standard Biscuit Company, Des Moines.

Death of C. H. Furber

Charles Harris Furber, for twenty-three years with the *Boot and Shoe Recorder*, as an advertising salesman, died at Newton Highlands, Mass., recently. In 1926 he was made a director of the Boot and Shoe Recorder Publishing Company, of which he was a vice-president at the time of his death. He was fifty-two years of age.

In a discussion on advertising S. N. Becker, secretary-treasurer of the McJunkin Advertising Company, urged the need under current conditions of more merchandising on the part of the publisher for the benefit of dealers in his community.

With new payroll money coming into the hands of a public that is all ready to buy, publishers can aid the favorable business trend, he said, by educating dealers in efficient selling methods so that they may get the fullest possible benefit from national advertising campaigns designed to help them sell.

Outdoor Program Ready

Program plans for the convention of the Outdoor Advertising Association of America, October 31 to November 2 at Louisville, have been completed. The first day will include discussions and probable action on the industry's proposed "public policy" and consideration of its NRA code.

The Harvard University traffic research report, and a discussion of standard procedure for circulation evaluation of outdoor advertising will be features of the plant development session. Stuart Peabody, president of the Association of National Advertisers and William C. D'Arcy, chairman of the American Association of Advertising Agencies, will address the national advertising session.

A business development session will take place the morning of the third day.

Poor Richard Club Golf Winners

At the recent fall outing of the Poor Richard Club of Philadelphia, W. Lester Barnes, with a net score of 74, won for the second time the Bartley J. Doyle golf cup. Mr. Barnes repeated his play of 1927.

Second low net was won by R. P. Kinder. Low gross prize went to A. King Aitkin. Low gross prize for guests was won by James Whalen, while J. M. Johnston carried off the guests' low net.

Ray L. Neal won the putting contest with Henry Dorzenbach second. Roy Crane won the tennis prize defeating Sylvan D. Hofheimer. Richard F. Ailey was chairman of the outing.

New Negro Daily

The *Daily Citizen* is a new Negro newspaper which has been started by the Harlem-Heights Citizen, Inc., 220 West 135th Street, New York. William N. Kelley, who formerly edited the *New York Amsterdam News*, is editor. The Thomas F. Clark Company will represent the *Citizen* nationally.

Only one Morning Newspaper in the Country exceeded the Retail Food Lineage of the Post-Gazette in September

WITHIN the short span of nine months . . . since January 1, 1933 . . . The Pittsburgh Post-Gazette has leaped into second position among morning newspapers and twelfth among all newspapers in Retail Food Lineage (Media Records figures for September). It ranked ahead of such recognized media as the Chicago Tribune, Philadelphia Inquirer, Cleveland Plain-Dealer, Philadelphia Bulletin, St. Louis Globe-Democrat, Newark News, Detroit News, Los Angeles Times or Kansas City Star.

How this sharp rise took place is a sensational story. A story of how one food merchant after another put this newspaper to the most exacting tests . . . coupon tests . . . special article tests . . . exclusive item tests . . . and others . . . and how in each instance the Post-Gazette came through with flying colors.

During January, 1933, three food stores used a total of 16,000 lines of advertising in the Post-Gazette. By September the five leading food outlets in the Pittsburgh territory were all using big schedules in this newspaper for a total of approximately 40,000 lines in that month alone . . . and there were no "specials," cooking schools, food shows, nor other unusual promotions.

Manufacturers of food products, electric refrigerators and washing machines will find a responsive market through advertising in the

Pittsburgh **POST-GAZETTE** ***First in Circulation***

Paul Block and Associates
National Advertising Representatives

NEW YORK

BOSTON

CHICAGO

DETROIT

PHILADELPHIA

LOS ANGELES

SAN FRANCISCO

Promotional Program Is Planned by Audit Bureau

Directors Are Instructed by Chicago Convention to Proceed When
Financial Considerations Permit

JUST as soon as the financial situation looks up a bit, the Audit Bureau of Circulations is going to inaugurate a promotional campaign.

In its twentieth annual convention held in Chicago last week (the largest meeting in some years, by the way, according to President P. L. Thomson—1,093 members being there in person or by proxy), a resolution was adopted providing that:

It is the sense of this convention that a promotional campaign for the Audit Bureau of Circulations is desirable and should be inaugurated when the Board of Directors deems advisable and financial conditions permit.

This is a subject very close to the hearts of the Board of Directors, who believe in the advertising principle followed consistently for so many years by the late William Wrigley. It was his idea that even though a product is in almost universal use, it is well to employ a steady advertising program to remind people that they have bought the product and like it.

It may be that the employees of the Bureau will get some more money during the year also. President Thomson made quite a point of this in his annual report and suggested that the staff could be taken care of very nicely if the Association would agree to cancel the present 10 per cent rebate on dues to members.

Here is the way Mr. Thomson presented the subject:

Of the 1,471 publisher members of the Bureau 574, or 39 per cent, have a circulation of less than 10,000. Their dues range from \$52 to \$100 per year. There are 954 publishers with less than 25,000 circulation and they pay dues up to \$200 a year. The effect upon these

groups of the cancellation of the 10 per cent reduction on dues would be an increase of not more than \$10 a year per member to the former and \$20 to the latter. So that the proposal does not involve very much money among these, nor, for that matter, among any of the members, while we know that the 10 per cent cut of salaries of the staff has in many cases been a real hardship, and, in the light of the recent outside check-up, it now appears to be inequitable.

He informed the members further that certain persons on the staff were having a rather difficult time on account of the salary reduction which was put through last year. The reduction even extends to the traveling allowances of auditors on the road. These men were formerly allowed \$5 per day for hotel rooms, eating and incidentals—a figure at best not exactly conducive to riotous living. But now the daily allowance has been cut down to \$4.

There was quite an argument in the various sectional meetings—particularly in the newspaper section—about this. A strong and somewhat eloquent minority argued for the immediate cancellation of the 10 per cent rebate and a quick restoration of the old salaries and traveling allowances. But the majority ruled, as it has a habit of doing, and the whole proposition was checked up to the directors for such action as they might see fit to take.

Another thing the Bureau might have authorized if funds were available was the proposition of the universal and continuous outside investigations. The proponents of this plan argued that it would make Bureau audits more efficient "because book audits are not adequate and because field investigations during the audit period

would be more likely to disclose conditions than those made at the time of book audit." A unanimously adopted resolution declared, however, that "the proposed plan of the universal outside investigations is impractical at this time because of its prohibitive costs." Managing Director O. C. Harn estimated that the cost would be around \$80,000 per year.

Following the usual procedure, the most difficult problems before the convention were discussed and then passed along to the Board of Directors for further consideration or action. In addition to the cancellation of the 10 per cent rebate on dues already mentioned, the Directors were instructed by resolution to take action on the following:

Methods of further safeguarding the sale of subscriptions by subscription agency solicitors.

Separate occupational analysis of association subscriptions and term subscriptions in bulk.

Should the unpaid distribution of business papers be analyzed in the occupational analysis paragraph?

Here are other resolutions passed by the convention:

That in view of the importance of securing increasing co-operation the Board of Directors is requested to continue its study of ways and means by which this may be accomplished with mutual material benefit.

That inasmuch as the rules of the Bureau prescribe that a subscription for which the subscriber has paid at least 50 per cent of the regular price shall be considered as paid we concur in the ruling of the Board on the question of the use of the word "free" in a subscription offer.

That arrearages be shown on all publications' statements as at present.

That the existing requirement of uniform occupational analysis in the reports of business papers be continued.

That the proposed plan of universal outside investigations is impractical at this time, because of its prohibitive cost.

That the selection of the date of the single issue for analysis be left optional with the publisher, as at present.

That the present policy of answering Paragraph 7 in Bureau reports be continued.

That the present rules defining paid subscriber be continued.

Other resolutions expressed gratitude and appreciation to President Thomson and Managing Director Harn for their "intelligent and devoted work during the last year."

The leading feature of the meeting was an important address by Stuart Peabody, president of the Association of National Advertisers, which appears in full as the leading article in this issue.

The most extensive of the divisional group discussions was that of the business-paper division, with much discussion and debate centering on the question as to whether the existing provision for occupational analyses should be repealed.

Paul B. West, managing director of the Association of National Advertisers, stated it to be the sentiment of buyers of business-paper advertising that more complete and more specific circulation, rather than less, is desirable.

The consensus of the meeting was the hope that no additional requests be made for the time being that would increase the expense of business-paper membership in the A.B.C. and, more specifically, that all business papers not be required to furnish information that could only be used in a limited part of the field.

The members of the convention stood for a moment to pay silent tribute to Frank J. Hermes and A. C. Pearson, prominent members of the Bureau, who died during the last year.

In the annual election these directors were elected:

Advertiser Division: For two years: Stanley E. Baldwin, Willard Storage Battery Company, Cleveland; F. R. Davis, General Electric Company, Schenectady, N. Y.; T. F. Driscoll, Armour & Company, Chicago; Franklin Bell, H. J. Heinz Company, Pittsburgh;

Birthday!

It's Pete's birthday. Wonder if there'll be a surprise party or just a quiet dinner with Marjorie and the two kids. Just think, it's a whole year. The kids have grown so. And Marj is such a peach. She never fails to make a big thing of this day. Almost think it was another Christmas or New Year. Wonder what she'll have in way of a present. Always seems to get the right thing—something of known value he can show everyone proudly.

After dinner—the big moment—the package is produced. All tissue and ribbon. Marj does fuss so. And the kids will just bust if there's another minute of delay.

Let's open it. Say, gosh! It's a wow. Now listen, Marj, why pay all that? Didn't cost much, why it's the best known of all watches. Aw—gee Marj! Well, the kids have plumb busted.

And so some jeweler made a swell sale to Marjorie because a watch manufacturer was *Merchandisingly Alert*. It wasn't a loss

leader, or a "special." The jeweler assured her the watch was as good as its reputation. Yes, a man like Pete would be proud of it.

Marjorie bought Pete more than a watch. Pride and joy of possession and confidence he had just the right thing. All because the maker added those things to his watch, made sure there was a good dealer available to supply them, by being *Merchandisingly Alert*.

To such men and firms the editorial pages of PRINTERS' INK deal with making just as vital a part of their watches as springs or escapements.

About 39 jewelry and silverware makers classed as national merchandisers and advertisers last year. *The Merchandisingly Alert* — the readers of PRINTERS' INK, Weekly and Monthly, accounted for approximately 88% of the total combined advertising effort. All but one of those classed as "above \$50,000 accounts" are covered in this circulation.

Grafton B. Perkins, Lever Brothers Company, Cambridge, Mass.; G. R. Schaeffer, Marshall Field & Company, Chicago; P. L. Thomson, Western Electric Company, New York.

Advertising Agency Division: For two years: Bernard C. Duffy, Batten, Barton, Durstine & Osborn, Inc., New York. For one year: D. P. Brother, Campbell-Ewald Company, Detroit.

Business Paper Division: For two years: E. R. Shaw, *Power Plant Engineering*, Chicago.

Farm Paper Division: For two years: Fred Bohen, *Successful Farming*, Des Moines. For one year: P. E. Ward, *The Farm Journal*, Philadelphia; P. D. Mitchell, *The Farmer's Advocate & Home Magazine*, London, Ont., Canada; W. G. Campbell, *Indiana Farmer's Guide*, Huntington, Ind.; Dante Pierce, *Wisconsin Agriculturist and Farmer*, Racine, Wis.; Benjamin Allen, Curtis Publishing Company, Philadelphia.

Magazine Division: For two years: S. R. Latshaw, Butterick

Publishing Company, New York.

Newspaper Division: For two years: E. K. Gaylord, *Oklahoma City Oklahoman and Times*; H. W. Stodghill, *Louisville Courier-Journal and Times*.

Messrs. Bell, Schaeffer, Duffy, Bohen and Gaylord are new directors. The others represent re-elections.

L. T. Bush, Blackman Company, New York, was appointed to the advertising agency divisional committee and E. H. Cummings, William Esty Company, New York, and E. Ross Gamble, Erwin, Wasey & Company, Chicago, were re-elected to that committee. All other divisional committees remain the same as last year.

There was a meeting of the new directorate at which all officers were re-elected as follows: President, P. L. Thomson; first vice-president, F. L. Davis; second vice-president, S. R. Latshaw; third vice-president, Ralph Starr Butler, General Foods Corporation; secretary, T. F. Driscoll; treasurer, E. R. Shaw.

Vick Starts Large Campaign

ONE of the largest sales promotion and advertising campaigns in the history of the Vick Chemical Company is getting under way. Back "on its own" following the dissolution of Drug, Inc., units, Vick is, as an independent company, carrying on its policy of aggressive merchandising.

Since 1929 Vick has nearly tripled its advertising appropriation. It introduced three new products. Its number of employees has increased 72 per cent since 1929.

Newspapers, it is announced, will be the principal medium used in the seasonal campaign now starting.

New Child Magazine

Tiny Tower, a monthly to be edited for very young children, will start publication with a December issue, according to an announcement to **PRINTERS' INK** from Catherine McNelis, publisher of *Tower Magazines*, New York.

Like *Home*, *Mystery*, *New Movie* and *Love*, magazines in the *Tower* group, *Tiny Tower* will be distributed through F. W. Woolworth stores and selected newsstands.

Bosco Cass will be editor; Fanny Marshall, associate editor, and Verne Noll and Vincent Callahan, art directors.

John Stevenson, formerly Eastern advertising manager of *Junior Home*, is advertising manager.

Death of A. C. Heller

Arch C. Heller, for the last four years an account executive with Ketchum, MacLeod & Grove, Inc., Pittsburgh advertising agency, died recently at that city. Joining the Charles Williams Stores, New York, as a cub copy writer, he advanced in nine months to head of his department. Later Mr. Heller joined Ruthrauff & Ryan, Inc., where he was copy chief for three years. He had also been with N. W. Ayer & Son, Inc.

Adds to List of Stations

The Conquest Alliance Company, radio station representative, New York, has been appointed to represent EAJ 7, Madrid, and its six affiliated stations.

Death of Hugh Bancroft

HUGH BANCROFT, president of The Financial Press Companies of America, controlling *The Wall Street Journal*, *The Boston News Bureau*, *Barron's Weekly* and other financial newspapers as well as the Dow, Jones News Service, died last week at Cohasset, Mass., aged fifty-four.

In 1907 he married Miss Jane Wallis Waldron Barron, daughter of the late Clarence W. Barron, who had founded the *Boston News Bureau*.

Mr. Bancroft joined Mr. Barron and became secretary of Dow, Jones & Company. In 1928, following the death of Mr. Barron, he became president of the controlling company.

Kenneth C. Hogate, for six years second in command to Mr. Bancroft, has been elected president.

Herbert M. Cole, managing editor of the *Boston News Bureau*, has been elected president of that subsidiary.

One More Reason

W. P. TUTTLE
MONTREAL

Editor of **PRINTERS' INK**:

I want to congratulate you on the very admirable article appearing in the October 19 issue of your weekly, by Charles H. Hatch on "How Sales Cost Figures Point Way to Greater Profits."

This is extremely useful and is another reason why **PRINTERS' INK** is continuing its practical service to advertisers everywhere.

W. P. TUTTLE.

Knudsen Advanced by General Motors

W. S. Knudsen, vice-president, in assuming the duties of executive vice-president of General Motors Corporation, Detroit, becomes the chief executive officer of the corporation in Detroit. He assumes general supervision over all car and body manufacturing operations both in the United States and Canada. Mr. Knudsen has been head of the Chevrolet Motor Company.

Directs Stay-Rite Tie Sales

C. W. Garrison, formerly account executive and a director of Freeze-Vogel-Crawford, Inc., Milwaukee, has been appointed manager of the Stay-Rite Tie Company, of that city. This company markets embossed leather ties, ready tied, for street and formal wear.

GOOD COPY

Good copy can do more than just sell goods.

It can sell ideas.

And ideas can make this world a pleasanter and richer place in which to live.

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 Madison Ave.
New York City**

The New Deal Is a Policy of Give and Take

Collective Understanding, Readiness to Act and Yet to Listen, Will Carry Us Through

By Walter Lippmann

[When a stabilized democracy loses its fear complex and has leadership that demonstrates its will to govern, the future is secure.

This, in effect, was the message of Walter Lippmann before the Annual Women's Conference on Current Problems conducted by the New York *Herald Tribune*. The following quotations are taken from that address.]

MARK TAPLEY, in Charles Dickens' "The Life and Adventures of Martin Chuzzlewit," found himself one day in an unusually tight place:

"Now, Mr. Tapley," said Mark, giving himself a tremendous blow on the chest by way of reviver, "just you attend to what I've got to say. Things is looking about as bad as they can look, young man. You'll not have such another opportunity for showing your jolly disposition, my fine fellow, as long as you live. And therefore, Tapley, now's your time to come out strong or never."

For a long time now most of us, I imagine, have been talking to ourselves in this way. This has been a long crisis. For those of us who are now in middle age virtually the whole of our adult lives has been spent amidst the disturbances, the threats and the dangers of this crisis that we are to talk about. There were a few years, say from 1924 to 1929, when it seemed as if the earthquake of 1914 was over, that the ground beneath our feet had ceased to tremble and that in our Western world at least the destruction was being repaired, the wounds were healing and men had resumed the works of peace. We now know that this was an illusion, that there

was only a temporary lull and that then there came upon us convulsions greater than any for which we were prepared.

* * *

The generation which has been passing through the ordeal of this crisis is shocked, weary and nervously spent. It has been frightened by blow after blow for which it was unprepared, bewildered by events which it could not understand, disappointed as one fair hope and one fair promise after another has been dashed to pieces.

It is this state of mind which is really the dominating fact of the crisis. If men all over the world were calm, collected, willing to listen to reason, or at least willing to trust leaders who follow reason, it would not be difficult to make all the necessary adjustments to insure peace and set the world's economy going. There have been plenty of projects proposed which would have worked in a world where men were disposed to accept them. They have not worked because they were submitted to peoples who were too frightened and too distracted to understand them and to co-operate in realizing them.

* * *

It was under these conditions that the new Administration took office. Now what was it that had to be done? Was it possible to pass laws to end the crisis? It wasn't. Only the most innocent and uninformed imagine that the President, the Democratic party and the famous "Brain Trust" had a plan to end the depression. There was no such plan and, if I may venture to say so, there could have been no such plan. The situation was much too complicated to be dealt with by a plan. What the President did was more realistic, more truly statesmanlike than that.

He made it his first business to prove to the people that they had in Washington a Government that could govern. In his first 100 days he implanted that conviction in the minds of the American nation and in the minds of all the world.

* * *

The secret of the American attack on this crisis does not lie in the NRA or in the Agricultural Act or in the inflation or in any of the other specific policies that have been adopted. It lies in the revival of the American spirit through the conquest of fear. Let us not forget that. Let us not fall into the dangerous illusion of thinking that victory or defeat depends upon any one of the measures which are now being administered. These measures will not all of them work well. Some will have to be amended. There will have to be other measures added. There will have to be changes of policy. There have been mistakes. There will be more mistakes. But just as no policy is a panacea, so no failure is a dis-

aster, provided only the Government and the people hold fast to the conviction that we have come out of the worst of our dangers by overcoming our own demoralization, and that it is our purpose, our discipline, our readiness to act and yet to listen which alone can carry us through.

* * *

There are many dictatorships in the world, but there are none in the old democracies. In the old democracies of Scandinavia, of France, of Switzerland, of Holland, of Great Britain, of the Dominions, of the United States, among the people who have lived under the heritage of liberalism for a century or more, the systems of ordered liberty remain. The saplings of democracy have been uprooted, but the old trees whose roots are deep in the soil are weathering the storm. We are weathering it. On this soil we shall prove that to save themselves from the disorders of this age men need not surrender their birthright.



MORE PROPAGANDA?

Encouraging signs are popping up almost daily in this key market. Among them is one which simply *must* be recognized as fundamentally important to sustaining and increasing retail sales activity. It's *jobs—men, working*—receiving a pay envelope every week. We're talking about restored buying power and its psychic effect upon the family that has been spending right along, but cautiously.

September was the fourth consecutive month Help Wanted advertising in *The Newark Evening News* increased over a year ago. There were 378 more positions advertised than in August and 215 more than a year ago. Now then, here's the point: Consider the solidly established qualities of the Newark market, the complete and influential *family* coverage offered through this newspaper, the one low selling cost. Then consider this *new* angle. Well—?

Newark Evening News

EUGENE W. FARRELL, Business & Adv. Mgr.
215-221 Market Street, Newark, New Jersey

O'MARA & ORMSBEE, General Representatives, New York, Chicago, Detroit, San Francisco, Los Angeles

Advertiser Looks at the Weather

(Continued from page 4)

by treasurers, top executives, and boards of directors, some of the sacred cows of the advertising business are just naturally going to shrivel up and die from an overdose of white light. Then if all of them were placed end to end—the sacred cows I mean—under eight feet of sod, it would be a good thing!

Some Pertinent Questions

Perhaps I can quickly give a more concrete picture of the present state of mind of the advertiser by parading some of the questions that have been very much in our minds recently.

I am aware of the fact that I have asked these questions before, and that there may be those who believe that I have only one tune to my fiddle. But these are our dollars which are at stake, and these matters are of vital importance to us. I ask these questions in all sincerity and in the hope of constructive answers.

Why is it that circulation curves of general magazines show a pattern over recent years that is contrary in general trend to that of every other business? By what peculiar set of circumstances do they appear to be immune to the laws of economic gravitation which affect all other commodities? By what means and at what expense to the advertiser, have the sales of publication subscriptions been held approximately at the 1929 level, while the sales of other products, including the newsstand sales of the publications themselves, have fallen off materially?

Why can't magazine publishers make a real effort to find out what difference in value to the advertiser there may be between the various kinds of circulations secured by the various channels of distribution? Can we believe that all methods produce circulations of equal value? And can we believe that the tenth or fifteenth or twentieth hundred thousand circu-

lation put on is as good as the first hundred thousand? If not, aren't we justified in demanding that circulations be allowed to remain at the normal levels possible of attainment by reasonable and economical promotional methods?

Why is it that there is no real effort on the part of certain newspaper publishers who seek more and more patronage from national advertisers to correct practices obviously against their interests, such as:

Certain types of enforced combinations.

Discriminatory national rates which exceed the bounds of all logic in comparison with local rates.

The piling on of circulations entirely outside of normal ranges, by geographical as well as time boundaries?

Why do business papers resist the advertiser's efforts to secure data which is so essential to the proper evaluation of circulation, viz., vocational breakdown of circulation?

Why did advertising and publishing groups overlook the opportunity provided by the NRA to come together and provide fair trade practice provisions in their codes and thus clean up some of the wasteful, extravagant practices which, by the testimony of a publisher himself, cried aloud for correction?

A Reasonable Supposition?

Why isn't it reasonable to suppose that these very practices have made the cost of space in magazines and newspapers prohibitive to many smaller advertisers and greatly restricted the use of space by larger advertisers?

And finally, why are publishers resigning or threatening to resign in wholesale numbers from the A.B.C. at a time when advertisers are more interested than ever before in the data which that splen-

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did organization provides; and at a time when other types of media not represented in the A.B.C. are successfully working out plans with the co-operation of the A.N.A. to establish machinery modeled after the A.B.C. which will provide advertisers with even more data about their circulations than that provided by the A.B.C. for its members?

It seems to us that through the A.B.C. publishers have in effect had the benefits of a code of fair practice for many years—before the NRA was even dreamed of. I cannot be too emphatic in expressing the confidence advertisers place in the A.B.C., and the extent to which they rely upon it. I say this knowing that there have been placed recently newspaper campaigns which have taken down bars and let some goats in among the sheep. I would like to point out that there may be policy or political reasons for that which will not be as compelling in normal times as they are now.

I know, too, that certain pub-

lishers point to the fact that there are only 142 advertiser members in the A.B.C. as indicating an apathetic attitude on the part of advertisers generally. Certainly we in the A.N.A. would like to see more advertisers join. But with A.B.C. reports available at the agencies, from whom information on media should come, and from the publishers themselves, it is not an unnatural condition.

Through the A.N.A. we repeatedly and consistently sell the value of the A.B.C., in meetings and by bulletins. Last year 10,453 A.B.C. statements were distributed by A.N.A. headquarters and only in response to specific requests from members. Indications are that requests this year will exceed those of last year. These requests are received from over 50 per cent of our membership which is very representative considering the other sources from which they receive reports and the fact that many have no use whatever for such statements.

A.B.C. statements furnish the

H A Z A R D

Advertising Corporation



Automatic heads provide the uniformity of Torrington needles—uniformity absolutely essential for the regularity of work done in every mill or factory operating the same system.



Need to have these mechanical heads give the uniformity and regularity of Torrington needles—uniformity absolutely essential for the regularity of work done in every mill or factory operating the same system.

TORRINGTON SPRING BEARD NEEDLES

One of a series of advertisements for our client,
THE TORRINGTON COMPANY

TWO NINETY-FIVE MADISON AVENUE, NEW YORK

foundation for the media studies made by the A.N.A. for its members—one of the most important services we perform.

There can be no reasonable doubt as to the attitude of advertisers toward the A.B.C. Why is it then, in these times particularly, when circulations are being closely scrutinized, that the value of the A.B.C. is being questioned by those to whom it can be of the greatest use?

I bring up these questions with no other interest than to be helpful at a time when we all are sorely in need of help. We are earnestly seeking to get the right answers to these and other questions, and frankly, it seems to us that too often in the past we have encountered more resistance than co-operation. This is somewhat in contrast to our experience with certain other groups in advertising, where a willingness on both sides to face facts, and efforts to solve problems of mutual concern through constructive group action, have been richly rewarded.

Lately, I have sensed a changed attitude in the making. The NRA has taught us the true value of co-operation within each industry. Looking further, we can see the same value in co-operation between groups in related industries. I also sense that there is a growing realization of the value of a more direct relationship between buyers and sellers, and that this relationship can be worked out to most practical advantage through the respective organizations representing these groups. This new attitude is richly deserving of recognition and all the encouragement which groups with mutual interest can give it.

I am glad to see the formation

of the Periodical Publishers' Institute, for there at last we have one body which can speak for all periodicals. I believe that that institute, the American Newspaper Publisher's Association, the National Editorial Association, and others are typical organizations which can co-operate to advantage with us whose goods you help to sell to the mutual benefit of all concerned. Co-operation created the A.B.C. without which we should be indeed lost. That same co-operation can carry us far in eliminating wastes which consume our money and yours.

In the past, individuals in the A.B.C. have exerted great and constructive leadership to the permanent benefit of advertising. I am confident that this leadership will again assert itself, and I know that advertisers will welcome it.

The Association of National Advertisers stands, and has stood for a long time, for every sincere effort to establish advertising on a sounder basis. We welcome the opportunity to co-operate with any group toward that end. And our idea of co-operation is not taking advantage of our position as buyers to gain our ends at the other fellow's expense, for if we don't make money, the seller doesn't make any; and if he doesn't make a fair, honest profit over the long run, we are the sufferers.

Therefore, our plea to you as to all advertising interests is for more of enlightened co-operation and less of conflict and misunderstanding among groups which are mutually dependent. I repeat, we want to see advertising put on the soundest possible basis for the good of all, and we are willing to go to the fullest extent of our abilities to accomplish that end.

New Accounts to Ayer

N. W. Ayer & Son, Inc., has been appointed to handle the advertising accounts of the Red Star Yeast & Products Company, Milwaukee, and of the Martin-Senour Company, Chicago, paints, lacquers and brushes.

Baxter with Sieck

John H. Baxter has joined the staff of H. Charles Sieck, Inc., Los Angeles advertising agency. For the last year he has been handling political publicity.

Changes Name

Brewer and Distributor, Los Angeles, has changed its name to *Western Alcoholic Beverage Journal*. Noel E. Mather has joined the publication as Southern California representative.

New Publication in Boston

J. P. Tyler is president of *The By-stander*, publication which starts with a November issue. D. A. Griffith is vice-president and treasurer. Offices are at 143 Federal Street, Boston.

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MEMBER

Philco's Pre-Holiday Campaign

A LARGE supplementary appropriation has been made by the Philco Radio and Television Corporation, Philadelphia, for the purpose of putting additional advertising effort behind the sale of Philco radios during the pre-Christmas holiday season. In all an expenditure of \$600,000 is planned in newspapers over an eleven-week period.

This for the most part, will be new advertising activity and will

be in addition to magazine and radio advertising.

The expenditure, according to the company, is designed to take advantage of the present upswing in business which has reflected itself in an increase in Philco production for October, which is 85 per cent ahead of that for October, 1932. Factory employment has increased from 3,100 in October, last year, to 7,000.

Appoints Blaker

Tillier-Thompson, Inc., New York wines and liquors, has appointed the Blaker Advertising Agency, Inc., of that city, to handle its advertising.

Publishing "The Colonel"

The Colonel is a new monthly magazine which has started publication at 419 West Main Street, Louisville, Ky. J. R. Wood is editor.

Represents Missouri Paper

Kansas-Missouri Markets & Newspapers, Inc., has been appointed national advertising representative of the Maryville, Mo., *Forum*.

New Chicago Business

Eckland, Jacobsen & Associates is a new advertising art business organized at Chicago with studio at 540 North Michigan Avenue.



LONG BEACH'S Changing Skyline tells a Story of NEW PAYROLLS!

FOR the first nine months of 1933, Long Beach holds third position on the Pacific Coast in construction volume, ahead of Seattle, Portland and Oakland. This volume is 140% over the like period of 1932. • Results—NEW PAYROLLS! New purchasing power that is bringing smiles to merchants in the prosperous Long Beach market, a distinct trading area of 300,000 people. • National advertisers, alert to this rich field, are using the Press-Telegram and Sun because these newspapers give virtually complete coverage of Long Beach and dominate Southern California's second largest market.

YOU REACH OVER 56,000 FAMILIES IN THE

Press-Telegram and SUN

LONG BEACH, CALIFORNIA

MEMBERS: Audit Bureau of Circulation and the Major Markets Newspapers, Inc.

National Representatives: WILLIAMS, LAWRENCE & CRESMER CO.
New York - Chicago - Detroit - San Francisco - Los Angeles

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rorer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager,
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks, Arthur H. Little
Eldridge Peterson, S. E. Leith
Joel Lewis

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, OCTOBER 26, 1933

Women: 1873—1933

1873! It comes back over the intervening sixty years accompanied by a faint scent of lavender, by memories of ornamental hitching posts, gambrel roofs, dusty, shaded streets where checkered sunlight lay still in the haze of summer afternoons.

It was an age as remote from ours in many ways as the age of Pericles or that of the two Gracchi. Yet in it were to be found the beginnings of the things that have molded the rapid pace of our 1933 quasi-civilization.

It was in 1873 that *Woman's Home Companion*, which has just published its sixtieth anniversary issue, was founded. Women's rights were being talked about to a nation of women who listened with a sort of yearning horror the while they tucked their ruffled

skirts more closely about well protected limbs. The feminine leg, indeed, had not been invented.

Industrialism was beginning to make itself felt in its most raucous aspects. An agricultural nation was turning itself into a nation of manufacturers.

To look at the advertisements in the current issue of the *Woman's Home Companion* is to realize what a long mile we have covered in sixty years. It has been a mile that has seen women freed from many petty bondages—and in giving them freedom the women's magazines have played a leading part.

Cigarettes for women! Why they were even thought not quite the virtuous smoke for the sturdy and uncultured bucks of the late '90's. Yet today they are advertised with calm acceptance in women's magazines.

The electric kitchen! In '73 electricity was still to most women something that sent them scurrying to their bedrooms when storm clouds gathered. Today it has proved itself a liberating djinn. Women may still be afraid of lightning but most of them have mechanized their homes.

Cosmetics! In '73 a too close application to a study of cosmetics was the mark of the "fast" woman. Today—but is it necessary or, in fact, possible for a man to write intelligently about cosmetics?

And so, although we may regard the '70's with all the nostalgia with which a people regard their youth, the '30's are probably a far better time to live in. Although along with H. G. Wells and Dean Inge, we may be racing to catastrophe, it is a good race and a lively one.

Advertising itself has improved out of all recognition. To be sure, it still clings to some of its early pettiness, it still shelters in its broad bosom too many fakers and charlatans, it still talks too often a

jargon of its own that has little relation to life—but on the whole, during the last sixty years it has made astounding advances in beauty, value and honesty.

Credit for this advance lies not alone with the advertisers. Perhaps more it lies with those sturdy and conscientious publishers, among whom the publishers of women's magazines have stood out conspicuously, who have insisted that the welfare of their readers must be placed above the immediate profits to be gained from harmful and meretricious advertising.

Go Easy with More Prohibition

Press releases by the Rockefeller Liquor Survey continue to be issued every twenty-four hours with clock-like regularity. It must be a source of wonderment—and dismay—to certain other promoters of Good Causes when they see a new section of the voluminous survey daily analyzed and digested.

One day's release was all devoted to advertising. Messrs. Raymond B. Fosdick and Albert L. Scott, authors of the report, point out that advertising artificially stimulates demand and that unrestricted advertising, whether in magazines, newspapers or over the radio, would be inconsistent with any plan of liquor control.

Among their various proposals is one to the effect that "newspaper and magazine advertising contain nothing beyond the name, the address, the date of incorporation of a manufacturer or dealer, a coat of arms or trade-mark, and a description in the simplest terms of the article or articles dealt in such as 'Kentucky Rye Whiskey,' or 'Cointreau,' or 'Italian Vermouth'."

Radio advertising, it is proposed, would be subject to the same general rules.

In the welter of reports, surveys, legislation, rules and restrictions that will follow the adoption of

the 21st Amendment, advertising is bound to get much attention. We doubt, however, that restrictions such as those outlined above can be made legal—or that they should be.

The business of purveying liquor will be a legal one. Beyond the confines of propriety, liquor advertising must not go. But it is unthinkable that manufacturers of a commodity, the sale of which is legalized, should be confined in promotional efforts to "card" advertising of a type in vogue in another generation.

Liquor manufacturers won't be inclined to forget the lessons of the last score of years in a hurry. If they become so foolish as to break out in a rash in their advertising, that can be curbed. But common sense indicates that too much prohibition of advertising will not be looked on with favor by the people who have decided they have had enough prohibition.

As Goes the West—

Last week, a branch of the textile industry appealed to the NRA for help in controlling output; and forthwith the NRA enacted a set of rules to restrict installation of additional equipment.

And what kind of business was that? Couldn't anybody think up something constructive?

Thus far we have refrained from taking General Johnson to task for anything he has done; but now we must speak out.

When the textileists came to him with their plea, he ought to have thumped his desk with his fist and rasped: "Send for Mae West!"

We find it interesting to imagine how the textileists would have started with surprise. But then we realize that the spectacle would have been no novelty; for, over the course of months, many, many business men have been jumping for the General. So we hasten on.

Miss West commands what an

advertiser would call consumer acceptance. She has even been endorsed by the medical profession. The Central Association of Obstetricians and Gynecologists has congratulated her for reviving—and the association might even have said revitalizing—the well-rounded female form.

She is broadly known. It might be said that she is as much a national figure as the Statue of Liberty, which, incidentally, in some respects she closely resembles. Of course, in other respects—as, for instance, in warmth of personality—she is quite different. However—

Even General Johnson, busy man that he is, ought to know that Miss West has a following. She swings influence.

Call Miss West to Washington, General. Swathe her in textiles—and the whole industry would rise as one man to help you do *that*—swathe her in yards and yards of textiles, General, and send her forth for a tour of personal appearances in theaters whose marquee would invite:

"C'mon In Some Time and Watch Me Unwrap!"

Well do you know, General Johnson, the power of example. Enact this idea, and you'll have our women-folk by the millions wrapping and unwrapping all over the place. And textile consumption will go up like this: /!

Education and the Clubs

The recent announcement of the tenth year of the advertising and selling course sponsored by the Advertising Club of New York City throws the spotlight once more on one of the most valuable services that advertising men are doing for advertising.

The New York course consists of thirty lectures on all phases of advertising, each lecture delivered by a leader in the business of mer-

chandising. The student who listens to these leaders has a clear all-around picture of what advertising is and means.

What the New York club is doing is typical of advertising clubs all over the United States. This means that from coast to coast and border to border during the coming winter thousands of potential leaders in advertising will be getting a true perspective of their life work.

This is good not only for the beginners but for advertising itself.

Rewards— or Raids?

A glowering and embarrassed banker testified before a Senate committee that he could see nothing irreconcilable in the fact that at about the time he was advocating lower wages for labor as an expedient for retrieving prosperity, his own salary, with something more potent than his mere consent, was boosted from \$218,000 to \$250,000.

Of course, it's possible that he was joking.

Yet his remarks are not likely to be taken lightly by American citizens. We have been shocked far beyond the point of tolerant amusement by recent revelations that, at the deepest depths of our depression, the executives of certain of our enterprises have taken unto themselves amounts of money vastly in excess of our concepts of what men—even supermen—can earn.

Nor are we to be appeased by the argument that the fixing of executives' salaries is a sort of God-given right of stockholders. The fact is that in too many instances, the stockholders don't know what is going on.

And the further fact remains that it is a purpose of law and of government to protect the property and the money of the uninformed—yes, even when the uninformed are also gullible.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

But WHAT will they buy?

"Buy Now" is the watchword of the day. But for all who offer commodities or services it is vital to ask, "What will they buy?"

Competition rages between industry and industry; purchases are highly selective.

To get your share requires sharp tools, including your advertising —and your advertising agency.

"NOT HOW MUCH, BUT HOW WELL"

Advertising Barometer Moves Up!

CLOSING with this issue the advertising pages of Printers' Ink show a substantial volume gain in October over a year ago. A total of 222 pages of advertising for the four issues. This is important.

There is no better barometer of the advertising weather than Printers' Ink's advertising because it shows how agencies, publishers, dealer advertising services and others *expect* to find business.

Printers' Ink's Magazine Advertising Summary and Media Records definitely show that advertising is better.

But the Printers' Ink advertising pages show it is definitely expected to continue getting better.

More and more advertising is being bought. The time to sell what you have is before decisions are made. Not after. Now is the time for some sales enthusiasm in the advertising business.

TRADE PAPER OPPORTUNITY

Established Trade paper of national circulation with fine record of results for advertisers needs live man who can invest \$20,000 for third interest. Paper now making money with splendid prospects for 1934.

Address "H," Box 119,
Care of Printers' Ink.

IDEAS for ADMEN



Whatever product you are advertising, from Adhesive Plaster to Zinc, you will find the who? when? where? of it in this book of a thousand IDEAS FOR UNUSUAL COPY.

For the first time 2,500 famous facts about first things and events have been gathered from a multitude of sources in this remarkable book. "More fascinating than the dictionary . . . something new. Everything from (A) first abdominal operation to (Z) first zinc sheet mill."—*New York Times*.

A Record of the First Happenings, Discoveries and Inventions in the U. S. edited by Joseph Nathan Kane. Cloth bound. 757 Pages. Illustrated. \$3.50 Postpaid.

H. W. WILSON CO., 950-72 University Ave., N. Y.

TO AGENCIES AND THEIR CLIENTS

CONSULTING AND ANALYTICAL CHEMISTS

Analyses Made Formulas Developed
New Uses Fresh Appeals

Research Investigations and
Clinical Testing of Medicines

SPECIALISTS IN

Drugs	Proprietary
Foods	Medicines
Toilet Preparations	Essential Oils
Flavoring Extracts	Special Formulas
Beverages	Insecticides

SEIL, PUTT & RUSBY, INC.

16 East 34th St., N. Y. City—Ashland 4-4343

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGL.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

study of homes owning radios. The result is a welcome contribution because it establishes an essential requirement to the next step which would be ascertaining what stations come through an owner's radio and how much he tunes in on them.

The study was sponsored by the Columbia Broadcasting System which took advantage of the opportunity offered by the Bureau of the Census to make special tabulations of its data for persons or organizations who will pay the costs of such tabulations. The study, issued as "Vertical Study of Radio Ownership, 1930-1933" is predicated on the 1930 Census.

The study is not only a territorial breakdown of radio ownership by States but, by taking into consideration other Census data, such as value or rental of a home, the study also presents an analysis of radio ownership by income groups. For thirteen States there is shown the number of radio and non-radio homes by monthly rentals for rented homes, valuation for owned homes, and by income groups.

Further, the study has been brought more up to date by projecting to 1933 the results of the 1930 Census. Class members who are research minded will be interested in learning how this was worked out.

Other members will find in the conclusions and detailed explanations as to how these conclusions have been deduced, information that should prove valuable to them in their work.

* * *

The Schoolmaster is reminded that among those celebrating significant birthdays this year is *The Christian Science Monitor*.

Here is a notable achievement in publishing which further testifies to the faith in the idea of its founder, Mary Baker Eddy, who could not be swerved from her belief that her followers would want a newspaper that would be different from anything previously at-

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Today the *Monitor* is not only a national newspaper but one which also goes to all corners of the world. On its twenty-fifth birthday, the *Monitor* has reason to signalize its accomplishment and the Schoolmaster joins with others in extending congratulations.

* * *

The Schoolmaster was interested to receive from the Phoenix Mutual Life Insurance Company a copy of a report, "Building with Books," which is a reading plan prepared by the library of the company. It seems that this activity is now in its tenth year.

The company recommends that the salesmen this winter read at least seven books; three on subjects such as life insurance, salesmanship, business or some other subject allied to life insurance; two on subjects like personal development, religion, rhetoric, psychology or some other subject connected with personal development; one, biography; and one on one of the following subjects: poetry, history, science, travel or fiction.

The company then lists some good recent books. Following it are some lists prepared by several executives of the company. The company furthermore suggests that the salesman send to the library his reading plan and keep notes on what he has read. Every salesman who has covered the course and has read at least 1,000 pages will be given a book as a prize. The man who sends in the best notebook receives an additional book from the list prepared by the company.

The Schoolmaster wishes to commend Phoenix Mutual for a worthwhile and interesting activity.

Weakness in Recovery Formula

FOOD INDUSTRIES

NEW YORK

Editor of PRINTERS' INK:

Your editorial entitled "Friendly Enemies of Recovery," appearing in September 14 PRINTERS' INK has just come to my attention. You have presented a splendid comment upon one of the fundamental weaknesses of the present recovery formula.

L. V. BURTON,
Editor.

WANTED Drug and Financial Copywriter

A leading advertising agency wants a copywriter thoroughly experienced in making drug and financial copy pull.

Unless you have actually had this experience, don't waste your time in replying to this ad. This is a genuine chance to make real money if you can make ads pull and settle yourself with a sound, progressive Eastern agency.

All executives in this agency know about this ad. Write us fully in confidence, as to your experience, religion, etc. "G," Box 118, Printers' Ink.

Hochstadter Laboratories

INCORPORATED

Testing Engineers for Advertisers and Advertising Agencies

Technical Experts and Consultants
General Chemical Analyses

227 FRONT STREET • NEW YORK CITY

Aggressive Printing Salesman Wanted

—with following; one who knows how to keep up volume and build new business. Large metropolitan plant offers agreeable proposition to right man. Our staff knows of this advertisement. Give full details. "J," Box 120, Printers' Ink.

LIKE TO SHOOT?



Do you enjoy hunting or target-shooting, with rifles, revolvers or shotguns?

If so, let us send you full details about the many unusual benefits of membership in the National Rifle Association—including a free sample copy of THE AMERICAN RIFLEMAN, the one publication devoted exclusively to guns.

National Rifle Association,
846 Barr Bldg., Washington, D. C.

Chain-Store Sales for September

Company	September 1933	September 1932	% Chge.	9 Months 1933	9 Months 1932	% Chge.
Gt. At. & Pac. (a)	\$60,661,478	\$63,634,883	- 4.6	\$477,176,198	\$526,999,249	- 9.4
*Sears, Roebuck (b)	26,311,738	24,353,522	+ 8.0	177,066,524	187,336,594	- 5.5
F. W. Woolworth.	21,641,558	19,462,786	+11.2	170,487,343	174,100,859	- 2.1
Safeway Stores (c)	18,415,028	17,219,692	+ 6.9	167,216,338	177,722,267	- 5.9
*Montg. Ward (d)	16,599,901	14,638,277	+13.4	114,039,541	110,628,987	+ 3.1
J. C. Penney	16,288,275	13,054,785	+24.7	115,087,576	104,533,857	+10.1
Kroger G. & B. (e)	16,026,851	15,977,973	+ 0.3	156,352,330	165,589,240	- 5.5
S. S. Kresge	10,634,773	9,430,252	+12.7	84,688,595	86,023,029	- 1.5
First National (f)	10,098,350	9,929,321	+ 1.7	52,562,468	51,559,073	+ 1.9
American Stores (g)	8,299,376	8,204,433	+ 1.1	80,736,062	87,346,084	- 8.2
Grand Union (h) ..	7,394,687	7,383,480	+ 0.1	20,492,646	22,634,370	- 9.4
W. T. Grant	6,423,347	5,657,650	+13.5	51,175,528	48,644,528	+ 5.2
S. H. Kress	5,405,554	4,914,392	+10.0	42,221,337	43,444,479	- 2.8
National Tea (i) ..	4,923,028	4,873,303	+ 1.0	48,260,926	51,053,319	- 5.4
Walgreen Co.	4,262,059	3,646,919	+16.9	34,063,078	34,597,448	- 1.5
J. J. Newberry ...	3,036,060	2,694,796	+12.6	23,145,036	22,096,172	+ 4.7
H. C. Bohack (j) .	2,225,022	2,357,087	- 5.6	19,816,835	21,855,938	- 9.3
Melville Shoe (k) .	2,028,995	1,568,194	+29.5	15,075,005	15,681,774	- 3.8
G. C. Murphy	1,912,000	1,418,572	+34.7	14,284,105	12,459,453	+14.6
Dominion Stores (l)	1,569,470	1,755,769	-10.6	15,092,731	17,509,257	-13.8
Peoples Drug	1,268,744	1,211,329	+ 4.7	11,308,256	11,930,576	- 5.2
Neisner Bros.	1,248,774	1,124,748	+11.0	10,053,552	10,194,656	- 1.3
Lane Bryant	948,856	930,614	+ 1.9	8,269,154	8,778,252	- 5.8
Schiff Company (m)	944,095	818,804	+15.3	6,573,950	6,472,553	+ 1.5
Jewel Tea (n)	780,292	792,210	- 1.5	6,824,426	7,612,326	-10.3
M. H. Fishman ...	278,115	218,615	+27.2	1,794,490	1,744,631	+ 2.8

*Includes both chain and mail-order sales.

(a)—4 and 31 wks. ended Sept. 30.	(h)—13 and 39 wks. ended Sept. 30.
(b)—4 and 36 wks. ended Oct. 8.	(i)—4 and 40 wks. ended Oct. 7.
(c)—4 and 40 wks. ended Oct. 7.	(j)—4 and 35 wks. ended Sept. 30.
(d)—For September and 3 months.	(k)—4 and 40 wks. ended Sept. 30.
(e)—4 and 40 wks. ended Oct. 7.	(l)—4 and 40 wks. ended Oct. 7.
(f)—5 and 26 wks. ended Sept. 30.	(m)—5 wks. and 9 months ended Sept. 30.
(g)—4 wks. and 9 months ended Sept. 30.	(n)—4 and 36 wks. ended Sept. 9.

Number of Stores in Operation

END OF SEPTEMBER		END OF SEPTEMBER	
1933	1932	1933	1932
Kroger	4,485	Walgreen	470
Safeway	3,297	W. T. Grant	454
J. C. Penney	1,469	S. H. Kress	230
National Tea	1,431	G. C. Murphy	179
Kresge	720	Peoples Drug	113
Melville	518	Neisner	79
Jewel Tea	(1933) 1,355 routes and 84 stores		
	(1932) 1,334 " " 83 "		

The Great Atlantic & Pacific Tea Company reports September sales, expressed in tons, were estimated as 357,638 this year, compared with 391,865 in September, 1932. This is a decrease in quantity of merchandise sold of 34,227 tons or 8.73 per cent. Average weekly sales in September were \$15,165,370, compared with \$15,908,721 in 1932, a decrease of \$743,351. Average weekly tonnage sales were 89,410, compared with 97,966 in September, 1932, a decrease of 8,556 tons.

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Classified Advertisements

HELP WANTED

Salesman, calling on advertisers and advertising agencies wanted, to sell newly organized technical service in conjunction with his established line. Commissions. Headquarters N. Y. C. Box 468, P. I.

WANTED: ADVERTISING REPRESENTATIVE FOR EASTERN TERRITORY; REPRESENTING ESTABLISHED TRADE PAPER; EXPERIENCE NECESSARY; WRITE COMPLETE DETAILS. BOX 472, P. I.

Man With Right Contacts, or Knowledge, of premium or gift policies of corporations. Our product—a monopoly never before available for sales promotions or gift use—will command large orders and commissions if presented to the right concerns. Box 469, Printers' Ink.

Sales Manager. Technical graduate experienced in selling technical products to industrial manufacturing companies. Headquarters Philadelphia. Necessary to travel about half the time through east and middle west. Must be able to direct other salesmen. In reply state age and previous experience. Box 478, P. I.

Experienced Writer and Contact Man Wanted by Philadelphia Agency
Growing agency desires man, Gentle, in early thirties. Must be finished product. To assume immediate responsibility on several general and industrial accounts. State minimum salary, past connections, etc. Opportunity for a future. Box 470, P. I.

Opportunity available to a few high class, advertising minded salesmen to earn large incomes representing the **BASTIAN LINE**—leaders for forty years in adv. specialty—indoor sign, and badge field. Fully protected territory. Monroe, new salesman, just made \$2,000 on one deal. If you are capable of earning upwards of \$5,000, write today for facts of this million dollar outfit that's outselling all competition. Bastian Bros. Co., Rochester, N. Y.

POSITIONS WANTED

Interested association with advertising company. Executive training. Substantial acquaintance and contacts, especially banks, railroads, oil fraternity. Age 43. Box 474, Printers' Ink.

Artist—Agency trained. Thoroughly experienced. Modern layouts, lettering, booklets, finishes. Wishes connection with agency, publication, service, manufacturer, printer. Salary or free lance. Box 475, P. I.

Varied Experience & Ability & Initiative & Ambition Seeks Opportunity. Agricultural experience up to age twenty: Eight years as merchandise manager and buyer of department store in small city. Three years sales work. Traveled considerably. Close reader on finance. Enjoys research, statistical, advertising and saleswork. Advertising trained. Salary secondary to opportunity. Employed. Willing to go anywhere. Age 31. Box 76, Delanco, N. J.

ART DIRECTOR — ARTIST — WIDE EXPERIENCE. WISHES CONNECTION WITH AGENCY OR PUBLICATION ON PART TIME BASIS—New York City only. Box 467, Printers' Ink.

Printing Manager, Mechanical Supt. or Buyer of Printing. Economical in either capacity. Extremely practical, knows printing thoroughly. Well known in N. Y. City. Exceptional opportunity to secure high grade man. Christian. Box 477, P. I.

Publisher's Seasoned Production Executive, 36, outstanding ability, seventeen years of practical working experience with all phases makeup, art work, paper, plates, presswork, typography, estimating, production costs, references. Box 476, P. I.

PRODUCTION MAN * * ARTIST

10 years' experience, agency, department store, newspaper. Capable, complete production of direct-by-mail, news and trade paper ads, including finished artwork. Reputable firm only. Box 471, P. I.

This Advertising Man

has real selling ideas and knows how to dramatize them. Backed by 10 yrs. experience, 4½ yrs. manager of copy, plan, and art department for large N. Y. advertising concern. Age 34, Box 465, P. I.

AGENCY OR ADVERTISER

—in the Medical or Dental Field!
If you are located in the Middle West I want to talk to you about a position. I am now executing every detail of a large account, but I'm looking for a situation where I can put experience and intelligence to work. Results?—I'll meet any proof you ask! Box 466, Printers' Ink.

WANTED—A JOB

by a thoroughly experienced Publicity and Sales Promotion man. Prior to severe accident served successfully as Publicity Director one of America's largest automotive concerns. Married; well educated; willing to go anywhere. Salary secondary. Well fitted to serve as Publicity writer for automobile manufacturer or in advertising agency. Have thorough journalistic training as sports and feature writer. Former well known star athlete. Address: PUBLICITY, Box 473, P. I.

To A Distressed Manufacturer

Someplace in this big country there is a manufacturer whose business is in the doldrums and who needs this kind of fellow to help him pull his business up:

A shirt sleeve executive who has seen the seamy side of business and who has successfully handled every one of his jobs: who is as much at home in the Shipping Department or up in the Factory as he is at the Directors' table. This man is at liberty to go anywhere now. Contact him direct—

R. K. RIDGEWAY,
Pittsburgh, Pa.

Care of Oral Hygiene, 1005 Liberty Ave.



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“ “ *Deeper Digging* Requires *Sharper Tools*

SALES no longer are on the surface—you have to dig deeper to get them now, and deeper digging needs sharper tools. Your printing should carry that intangible reflection of the quality of your product and service. This is where the Charles Francis Press can demonstrate its real ability, because we have been doing this very thing for many years.

LET us sharpen your sales tools—your BOOKLETS, LEAFLETS, CATALOGS. You will be agreeably surprised at the difference in results.



Telephone MEdallion 3-3500



CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK

GAINS!

During the first nine months of this year the Chicago Tribune printed 44,091 more lines of retail display advertising than in the same period of last year.

All other Chicago newspapers individually sustained losses, the combined loss totaling 2,659,238 lines.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 E. 42nd St.
Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.
San Francisco, 829 Kohl Bldg.

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